

ELECTRICAL MERCHANDISING WEEK

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 92 NO 47

SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

Don't Worry About Longer Warranties

Automobile industry has extended its warranties, but white goods manufacturers say they won't follow suit. In brown goods, though, the future warranty picture was cloudy

By extending the length of warranties, Ford Motor Co. threw a bombshell into the automobile industry, traditionally the bellwether of the American economy.

But the explosion's shock wave didn't shake up appliance-TV manufacturers. They're standing firm on their current warranty policies—except for Philco which is testing something new.

One reason: Lengthening warranties is vigorously opposed by appliance dealers. They want warranty times shortened.

Most discussions in the industry have always begun with the comment: "If the automobile people can get away with 90-day warranties . . ." This was the battle cry two years ago when NARDA took up cudgels to alter the standard appliance warranties.

Ford's new program—already being copied by the rest of the auto manufacturers—is a warranty on most parts for 12 months or 12,000

miles. Previously, warranty time for autos was 90 days or 4,000 miles.

In white goods, the plan closest to Ford's is Hamilton's warranty program—introduced in September, 1958. It gave dealers the opportunity of making their own deals with customers, clearly drawing the outline of dealer and factory responsibility for service.

Hamilton plans no changes, a company spokesman said last week when questioned about the impact of the auto warranty shift.

Despite Hamilton's example and the change in the auto industry, warranties on white goods are going to stay the same, according to such manufacturers as G-E, Philco, Whirlpool, Maytag, Westinghouse, Norge and Admiral.

The outlook may be shifting in brown goods, however. In a Chicago branch test, Philco has jacked up brown goods warranties to match, in most cases, the warranties on white goods (EM Week, Oct. 24). But the program isn't national,

although it indicates Philco's concern with the problem of pricing service into goods.

"Service during warranty needs straightening out before extended warranties are introduced," said Henry T. Paiste, Philco's director of consumer relations and service. He went on with a full statement of Philco's position:

"Philco believes service should be priced into the cost of a product, and the period of coverage should coincide with the manufacturer's parts guarantee. Customers interpret a parts guarantee to include service labor. Philco believes it is important to work with the trade toward a full service labor coverage during the industry's standard parts warranty. We feel that independent dealers and servicemen can do the best job, providing service fees are priced into all the merchandise we sell."

Similar straws flew in the wind elsewhere in the electronics industry.

• At Admiral, National Service Manager Willis
Continued on page 8

PUBLISHED WEEKLY by McGraw-Hill Publishing Co. Executive, Editorial, Circulation and Advertising Offices, 330 W. 42nd St., New York 36, N.Y. Printed in Chicago, Ill. Second-class postage paid at Chicago, Ill. Subscription price \$2 a year. Copyright 1960 by McGraw-Hill Publishing Co., Inc. All rights reserved. POSTMASTER: Send Form 3579 to Fulfillment Manager, Electrical Merchandising Week, 330 W. 42nd St., New York 36, N.Y.

EM WEEK'S EDITORIAL PLATFORM

To our subscribers we pledge that we will continue to . . .

With this issue we begin our second year of publication as a weekly. Since the first weekly issue was published November 23, 1959, we have been following a 10-point editorial platform which we established as our guide in the months when we were planning the shift to weekly frequency. We feel that now is an excellent time to make this platform public.

- 1... publish only that news which is important to you and to print it in a clear, concise, interpretative manner.
- 2... analyze and report on successful wholesale and retail operations in the field.
- 3... develop new editorial techniques which will make our publication faster and easier to read.
- 4... report both sides of any controversial subject. For example, we will not take either side in the present battle of the fuels.
- 5... expand and develop our already highly regarded market research.
- 6... add new sections and features as we find new ways to serve you. (For example, this year's highly successful ad mat service, our regional roundups, and the new Personal Business column.)
- 7... support our industry outside the pages of our publication in any way that will be helpful to you.
- 8... provide information and people for industry meetings of importance.
- 9... support industry associations in any way possible.
- 10... experiment with marketing ideas which might prove helpful to you in your contact with the buying public.

NEMA Meets, Tells Of Feats

Gathering at New York's plush Savoy Hilton Hotel last week, electrical industry executives patted each others' backs for a NEMA job well done

The setting was lavish and so was the self praise, as the 34th annual meeting of the National Electrical Manufacturers Assn. produced more pointing-with-pride than viewing-with-alarm.

Meat of the meet was in the various division chairmen's reports, as NEMA men went on the record about the things the association has been doing over the last year—things which they have been reluctant to talk about up to now, but which EM Week has been reporting as they happened.

Here's what Kelvinator's Homer L. Travis had to say about the accomplishments of the consumer products division:

(1) "We have revised the NEMA standard for computing the food-storage volume and shelf area of refrigerators. From now on, we'll talk strictly in terms of net volume—nothing else" (EM Week, Aug. 1).

(2) "We've taken a big step forward in promotion." And that step included hiring a single agency, Sumner Rider & Associates, to handle coordinated promotion work. In 1961, Rider will handle promotions for dishwashers, refrigerator-freezers, ranges, water heaters, room air conditioners and electric housewares (EM Week, May 30).

(3) "Our statistics are going to be more useful." Why? NEMA has hired an outside consultant to help with forecasting (EM Week, Sept. 26).

(4) "We have suggested to the room air conditioner section that it develop a certification program."

(5) "We have set up a special tax committee which will formulate policy on federal, state and local tax matters."

(6) "We have organized a parts and service committee of experts in this field." Its job: To offset unfavorable publicity about service by working to improve the service problem.

(7) "We have endorsed the recommended advertising practices of the laundry appliance industry."

(8) The division's finance and budget committee decided to "bring estimated (member) billing at the first of the year more closely in line with eventual re-allocation and re-apportionment."

Soft Business At Philco Brings Layoffs At Avco

All production workers in the appliance section of the Nashville, Tenn., division of Avco Corp. will be laid off by Dec. 1 because of general softness in the appliance business. About 900 workers will be affected, a spokesman said.

Avco makes laundry equipment and ranges for Philco, the spokesman for the company explained, and has been advised that production must be discontinued for several weeks because of the condition of the market and to make necessary inventory adjustments.



Cheesecake On A Fork (Lift)

RONALD REAGAN, film star, gives three lovelies a lift during a recent visit to G-E's new Irondale, Ala., sales and distribution center. From left, Joan Karter, Billie Franklin and Myra Sewall. All work for General Electric.

1961 Outlook: Upward

Based on a projected increase in housing starts, appliance sales should take upward turn, government economist says

That's the base of George G. Johnson's optimistic predictions for 1961.

Chief of the Labor Department's section of housing and rents, Johnson not only foresaw an increase in construction of new homes and apartments, but also forecast that the replacement market for household equipment would become increasingly important.

Spurred by an improving supply of mortgage money, housing starts next year may approach 1.3 million units, Johnson said.

Sales of household equipment so far this year have not met expectations "largely because of the drop in new house construction," he explained. At the start of the year—

after a record in 1959—officials had expected continued strength into 1960.

The price outlook was equally good. Retail prices of household equipment, excluding radio and television, tumbled about 15% between 1953 and 1958. And from September, 1958, to September, 1960, prices dropped 1% more, said Johnson.

One "important" reason for this decline was the rise of discount houses, according to Johnson. But he added: "The outlook for prices next year in these items is for stability or some strengthening to accompany the rise in the production and sale of houses."

Quality improvement has had some "significant" effects on the market for appliances, according to Johnson. Some of his examples: Use of new insulation materials which allow a larger cool space in refrigerators without overall increase in size; development of heat pumps.

G-E's New Washer-Dryer Hooks To Vacuum Cleaner

G-E has confirmed to EM Week that during its Nov. 16 sales meeting, it took the wraps off a new floor washer-dryer attachment for its canister-type vacuum cleaners.

Suggested retail price for the new appliance will be \$29.95. It consists of two plastic tanks (one for clean and one for dirty water), a plastic tube that connects to the vacuum power head, a nylon scrubbing brush, and a squeegee mouth through which water is dispensed and sucked from the floor. A combination handle and stand can be used to carry the unit or support it.

Designed to fit the three canister-type cleaners in the G-E line (\$49.95, \$59.95 and \$69.95), the attachment comes packed with an adapter that allows it to be used with older G-E canister cleaners.

Although salesmen saw the new appliance in November, it won't be available at retail until sometime in December. The January Housewares Show will give G-E the opportunity to introduce it nationally to buyers and dealers. Major advertising will begin in the spring.

Presumably (though unconfirmed by G-E), the new washer-dryer attachment will ultimately be combined with at least one of G-E's canister models in a special promotable package.

At \$29.95, G-E's will be the lowest priced floor washer-dryer in the field; Hoover's floor washer retails at \$59.95, Regina's Elektrikmop at \$42.95, Shetland's at \$59.95, and Bissell's at \$39.95. The G-E unit is the only one that attaches to a cleaner.

Flues For Gas Refrigerators?

New York City's Board of Health may rule that all gas boxes be connected to a flue that discharges to the open air. Will this trend spread?

Since the ruling, if it's passed, would apply to new as well as old gas refrigerators, it could put quite a crimp in the blossoming plans of gas box makers. But gas industry men told EM Week last week that the ruling has only a slim chance of passing.

What would the ruling say? It's not yet definite, because the Board of Health's legal staff is still in the process of drawing it up. But Dr. Leona Baumgartner, commissioner of health, said it would require that all gas refrigerators in use or sold in New York City would have to have flues that led to the open air.

This requirement already has been adopted "in principle" by the Board of Health. Before it becomes an amendment to the city's health code, though, it will be debated in an open hearing. And gas industry people say they'll build a strong case against it.

Why was the amendment suggested? The Health Department has long waged a campaign against faulty gas refrigerators, most of them old, pre-war boxes, which give off carbon monoxide when their metal pipes become clogged. Several deaths in the city have been blamed on such boxes.

Is such a ruling necessary? Not everybody agrees with the Board of Health. One gas industry man said a flue wasn't the answer. "Carbon monoxide is produced when a pipe in one of those old boxes rusts. But that rust plugs up the pipe. So even if you do put on a flue you can't get rid of all the carbon monoxide. It will still spill forward out into the room." His answer: Make landlords keep the rust cleaned out.

Another source close to the gas refrigerator business had this to say: "It's ridiculous asking manufacturers to put flues on their new refrigerators. They can't possibly produce carbon monoxide the way the old boxes do." Why? For three reasons: 1) pipes are ceramic, not metallic; 2) air spaces are bigger and can't get clogged; 3) there are devices within the refrigerators that shut them off when carbon monoxide accumulates.

Movie About Toshiba Shows Wages Don't Tell Story

A movie earned respect for Japanese industry in Chicago last week. "Toshiba in Progress," slickly smooth story of how one of Japan's electronic giants produces goods, spelled tough competition for U. S. manufacturers.

And it wasn't just the "coolie wages" some U. S. industry spokesmen like to flay in convention speeches. As Donald S. Parris, director of the U. S. Commerce Department's electronic division said: "Low Japanese wages don't tell the whole story. Japanese production facilities are pretty good, too."

Japanese Aim At Small Refrigerators

But they'll probably miss the mark, U. S. importers and small refrigerator makers told EM Week. Spirits undampened, the Japanese continued their plans to bring in some tiny boxes

"Pricewise and every other way, the Japanese are a long way off," shrugged Gerald Caminer, the man behind Uropa International, Inc., big importer in this highly specialized field. "Refrigeration is not a natural product for them in Japan," he summed up the opinion of most Americans in the small box business.

One other reason the Japanese could have a hard time of it: Selling small refrigerators is selling a specialty item in a limited market. Price competition, alone, in the transistor radio pattern, won't do the trick.

(Small refrigerators are those 7.0 cu. ft. and under. The smaller units have absorption motors; larger ones, compressors. Though some of the boxes, especially those over 4.5 cu.

ft., serve as kitchen refrigerators, most hold down secondary spots in offices, playrooms, bars and so on.)

What are Japanese plans for small refrigerators? They're not solid enough yet to raise a scare of transistor radio proportions, but they've passed the drawing board stage. And McGraw-Hill's Tokyo Bureau reports that Japanese manufacturers are receiving big volume inquiries for the tiny boxes. For the record, here's a rundown of what some of those Japanese makers have up their kimono sleeves:

Fuji Denki is working out sizes and prices with several American manufacturers, said a source at Eisenberg & Co., New York representatives. When will it break its plans?

"In January," was the reply of the source.

Matsushita makes boxes from 2.8 to 7.0 cu. ft. for the Japanese market. And its New York representatives are trying to establish contacts in the American market.

Mitsubishi "has no plans for bringing in refrigerators," a New York Mitsubishi man said, shutting off rumors to the contrary.

Hitachi makes small boxes for the Japanese market. "They make locomotives too," exploded Robert Sampson, Hitachi's U. S. representative. The gist of his explosion: Just because Hitachi makes a product in Japan is no reason to assume it will "invade" the American market.

"We're not competitive pricewise in small refrigeration," he continued. "They (small boxes on U. S. market now) have got Hitachi beat by 20 miles."

What does the U. S. market look like? Estimates of 1960's volume—retail sales of single units, not sink-range-refrigerator combos—average out at around 20,000 to 25,000 pieces. And estimates of the yearly market run from 40,000 to 60,000.

Suggested list prices on magic-number models: 1.0-1.6 cu. ft., \$99-\$109; 2.5 cu. ft., \$139-\$149; 3.8 cu. ft., \$159-\$169; 4.3 cu. ft., \$169-\$179; 5.2 cu. ft., \$189-\$199.

Now in the field: Uropa, which cherry-picks European makers for a varied 18-model line; Morphy-Richards (Astral), Monitor, Foremost (Little Giant, Alaska), Acme, Freez-in (Freez-ette), CTC (Silo Freeze) and Marvel.

Foreign thrusts from Sivia (Luxembourg) and Vertex (Italy) have had a measure of success. But reports say that the much-touted slimline luxury boxes from France (Frimatic and Royal, in particular) haven't yet been able to crack the American market.

Japan Shifts Push To Tape, TV

Tape recorder wave appears building as nine-month shipments to U. S. hit 100,000 units, nearly one third of total Japanese production; tube TV shipments reach 2,627 through September

Anticipating that it would easily hit its 4-million unit export quota of transistor portable radios with three or more transistors, Japan has already channeled its soaring home electronics activity into tape recorders and tube type portable TV sets.

Shifts are underscored by this rundown of nine-month figures collected from Japan's Electronic In-

dustries Assn. by McGraw-Hill World News Bureau, Tokyo:

With its quota running out, Japan exported a shade under 3 million transistor radios with three or more transistors to the U. S. These were worth \$39 million. September shipments, according to JEIA, were 443,710 units worth \$5.7 million.

October shipments of transistor radios are expected to dwindle. JEIA said the September push was

the last big one before the U. S. Christmas season.

Tape recorders, meanwhile, have spurred sharply. Through July, Japan exported to the U. S. some 42,649 tape recorders worth \$2,858,589 according to JEIA. But August, by itself, accounted for 30,494 more units worth \$1,021,000. September shipments sagged slightly to 28,824 units worth \$795,210, although JEIA had expected September to hit close to 50,000 units in earlier estimates.

Nine-month tape exports total 101,967 units worth \$4,674,799, bringing the average export unit to about \$46. Export history has shown f.o.b. value of Japanese exports is multiplied by 2.5 or 3 to arrive at U. S. retail price, putting Japan's units into the \$129 to \$149 class here.

Significant too is that nine-month exports of tape recorders represent almost a third of total Japanese production. Japan's revised five year plan for home electronics production (EM Week, Nov. 7) pegs tape recorder output in 1960 at 350,000 units worth \$20 million.

TV exports jumped too, although the nine-month total is still a trickle. JEIA said September exports were 2,305 sets worth \$111,111 in custom clearance value compared with a mere 322 units worth \$19,238 for the first eight months of 1960. Most are under 21-inch.

Japan's own inventories of TV and radio are down, according to further JEIA figures. Industry's inventory of TV receivers in September dropped to 168,506 units—29,000 units under August—while production kept a steady pace at 291,777 units—13,000 up from August.

Radio inventories were 742,506 units in September—149,000 under August—as factory total production of all radios (including 926,391 transistor units) in September was 1,175,095, according to JEIA.

Expand Trade Abroad, or Else

Government officials tell U. S. businessmen at National Foreign Trade Convention to boost exports as foreign policy aid

More than 2,000 international business and government officials left busy office routines last week to confer in New York at the 47th National Foreign Trade Convention.

Never did they have so much to discuss. And probably never had there been so much pressure on the U. S. businessman to sell his goods abroad.

"We're losing some of our portion of world markets," explained Bradley Fisk, assistant secretary for international affairs of the U. S. Department of Commerce. Fisk said only 12,000 U. S. companies were currently doing anything about international trade, that several hundred thousand more should be.

The big question remains: How do you crack the world market and meet increasing foreign competition at home?

An answer supplied by Ralph J. Cordiner, General Electric Co. chairman: A vigorous technological offense.

"European and Japanese companies excel," he explained, "in products for people with per capita income of about \$500 to \$1,000 per year, for which there is a specialty market in the United States."

"United States companies have developed outstanding consumer durables for an economy with a higher per capita income and those more elaborate designs will sell in the expanding upper-income market overseas."

Key to the situation: The attitude of the Kennedy administration. Some feared a return to protectionism, but some Commerce Department officials guessed that the long-range view would push for more trade.



Top 10—Without Temptation

PILFERAGE IS REDUCED with this new Darimatic record vending machine from U. S. Chemical Milling Corp., shown at Miami Beach. Prices can be varied by dialing. Machines will be leased to retailers, hold 150 records for sale.

REGIONAL ROUND-UP:

Considerable softness in sales of appliances-TV was noticeable from city to city, but here and there were bright business spots.

EAST . . . WASHINGTON—The appliance sales picture in Washington has two sides.

For the small dealer, business has been dismal. And the small dealer cannot pin down any reason for his poor sales. "I just don't know," said one. "It should be good, but it isn't."

But for the larger appliance retailers, business has been booming. "Business is much better than people are trying to make us believe" was the way the sales manager of a large downtown store worded it. Another large downtown dealer reported the trend of sales has been moving up during the last three weeks, and appears to be heading for new highs.

Compared to 1959, though, fall, 1960, is going to drop way below in comparative volume. Nearly every dealer queried said that if this autumn is to rival last year's fall selling season, there's going to have to be a big resurgence in the next few weeks. Hardest hit again were the smaller dealers.

The presidential election either had some or no effect. Small dealers could see no election effect on their business. But one of the larger retailers called the election's effect "lousy."

Television, stereo, freezers and washer-dryer combinations have been the big sellers. Slowest moving item has been refrigerators.

What is the state of business? Most dealers see the economy in a slight recession. But, as one dealer put it: "Most people are crying recession just because business is not up to last year's level."

However, the outlook—for all dealers—is rosy. They're expecting a spirited holiday season, and some were seeing an even better season this year than in 1959, the year which broke all previous records.

SOUTH . . . LOUISVILLE—Dealers here were in general agreement that the appliance market was off, principally because of the economic conditions in the area.

Joe Fleischaker of Will Sales Appliances put most of the blame on unemployment which went above 6% of the labor force in October and on the G-E strike which put 7,000 employees out of work for three weeks. He noted, however, that TV was still selling well, especially portables. His RCA line was doing best of all because it performs better, he said, and because he has been able to make the prices more competitive.

Fleischaker was just one of several dealers who pointed out that color TV still was not getting off the ground in sales, despite current newspaper promotions.

"The programming is not good enough to attract buyers," he said. "We ought to have at least three hours a night to get people interested."

"You have to put too much money in color TV and there's not enough profit for the dealer," said Clifford Abraham of Clifford's Appliances. He put the blame for a slow October on the election. For him, black-and-white television sets, stereo and radio have been moving fairly well, but white goods have been off. He didn't figure that the market will pick up here until after Thanksgiving.

Bob Brady of Bob Brady's Appliances looked for a pickup soon, but didn't think "we'll set the world on fire until Christmas."

SOUTHWEST . . . DALLAS—Suburban and metropolitan dealers agreed that the general election was a hindrance instead of a help to sales in general. One dealer, who pushes TV, believed the debates kept "customers

home watching instead of out trading in their sets."

At Oak Lawn Home Appliances, Stanley Greenstein said, "If you want to know in plain English, our sales have been down as much as 20% the last two months. But the election will be forgotten by Thanksgiving and business will move up."

Otto Huber of the Huber Co. diagnosed ailing sales as based on "fear." He commented, "Here in the Oak Cliff section, people appear afraid. They're sticking their money in the bank instead of spending it. While business is even, it's also evenly off."

In suburban Farmers Branch, Bill Gates, manager of Campbell's Appliances, listed laundry equipment as running 20% below average. He said, "Only the two-speed, two-cycle Norge washer is selling well, and we have a promotion going there."

Gates said his refrigerator-freezer business was "plain terrible." Others echoed unusual slowness in white goods. Seymour Myers, Appliance manager of Avalawn Radio and Appliance, said he thought a stagnant condition was general for white good lines since "we handle all brands and this area is slowest of all." And another dealer described his decline of hopes in the frost-free refrigerator, saying, "This refrigerator has been underpromoted and overpriced."

However, the owner of Ed Kellum Appliance announced that his TV business has been "50% better than this same time last year." The 19-inch portable was the favorite and the 23-inch console was beginning to pick up. Kellum said, "People want quality and the Zenith is outselling others 20-to-1."

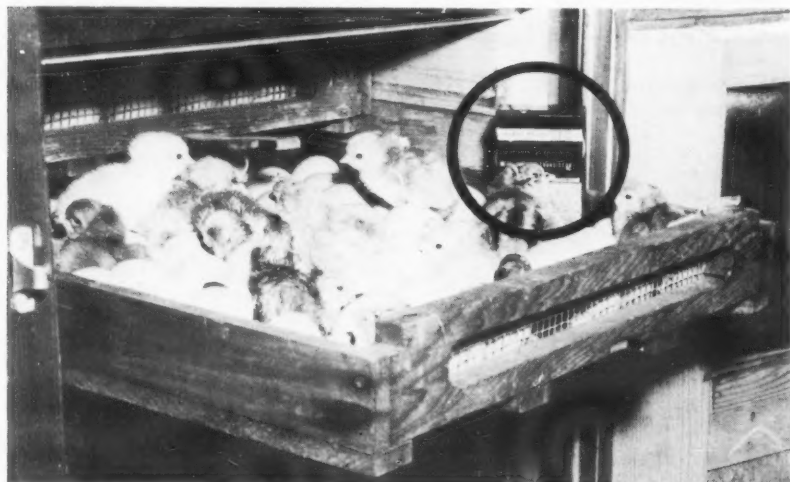
FAR WEST . . . SAN FRANCISCO-OAKLAND—The "election jitters" felt in other regions be-

fore Nov. 8 were not as evident in the Bay Area. But other factors were working. Employment in September and October increased 6% here compared with 1% for the rest of California and the nation. The business activity index reached an all-time high of 261. Department store sales in San Francisco-Oakland went up 3%, and in the San Jose metropolitan area, a whopping 7%, while they went down 1% for the nation.

In San Francisco, a steady pickup in sales to above the 1959 level during late October and early November was reported by Carl Hagstrom's General Appliance Co. Helping him was a special purchase of 1959 G-E WA-950-S washers, originally \$379.95, which he is moving profitably at \$259.95. His refrigeration business was steady with sales averaging \$450. G-E's DG-13 was the best seller.

Werry Electric Co. in Palo Alto experienced a sharp pickup in late October to move ahead of 1959 in volume. Sales during the last three days of October equaled the rest of the month. Fast-moving Westinghouse RAA-14 helped the store average \$500 a unit in refrigeration, while the Westinghouse LCB-30 was the pace-setter, giving Werry's a \$290-a-sale average in laundry.

While the appliance-TV business in the East Bay—Oakland, Berkeley, Richmond—was at or above the 1959 level, it was being kept from a fall increase by the annual depressor, the race track. Many dealers like Bill Robinson's TV-Appliance City, with a large volume in the middle and lower income groups, reported that many potential down payments were being diverted to the \$2 windows at nearby Golden Gate Fields.



Chic Chicks Check Channel Master

MARYLAND CHICKEN FARMER Harold Weisberg won a Channel Master "Radio Reaches Everywhere" contest with this use of transistor radio (circle). He says radio pacifies newly hatched chicks, soothes hens, keeps him company.

THIS WEEK'S COLOR TV

MONDAY (All Times E. S. T.)

- 6 A.M. (NBC) Continental Classroom (Monday-Friday)
- 10:30 A.M. (NBC) Play Your Hunch (Monday-Friday)
- 11 A.M. (NBC) The Price Is Right (Monday-Wednesday)
- 12:30 P.M. (NBC) It Could Be You (Monday-Friday)
- 2 P.M. (NBC) Jan Murray (Monday-Friday)

WEDNESDAY

- 8:30 P.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Perry Como

THURSDAY

- 11 A.M. (NBC) Macy's Thanksgiving Day Parade
- 5:30 P.M. (NBC) "No Place Like Home" (Starring Jose Ferrer)
- 9:30 P.M. (NBC) Tenn. Ernie Ford

FRIDAY

- 11 A.M. (NBC) The Price Is Right
- 9 P.M. (NBC) Bell Telephone Hour

SATURDAY

- 10 A.M. (NBC) Shari Lewis
- 10:30 A.M. (NBC) King Leonardo
- 7:30 P.M. (NBC) Bonanza

SUNDAY

- 6 P.M. (NBC) Meet The Press
- 7 P.M. (NBC) Shirley Temple
- 9 P.M. (NBC) Chevy Show

INDUSTRY MEMO

● With just eight weeks to go, TV production continued way off by better than 350,000 units. Radio production, up over 600,000 units, and phono shipments, plus 500,000 units, appeared headed for record shipments. White goods continued to lag. See industry trends, page 25.

What makes HOOVER the biggest name in floor care?

IMAGINATION



Hoover's imagination
makes the
automatic scrubwoman
a reality

It takes imagination to dream up an automatic scrubwoman—and then to make her as hard-working, efficient and good-looking as the Hoover Electric Floor Washer.

This imaginative new invention wets the floor, scrubs it, and then vacuum-drys it instantly. Actually drinks up its own scrub water! Makes a housewife's messiest, toughest job almost automatic.

Two kinds of imagination go into everything Hoover makes—the kind that can realize the *need* for a product and the scientific kind that can make that product really *work*. It's this sort of imagination that has put Under-the-Thumb Control on the Hoover Constellation, the Automatic Shift on the Convertible, a stainless steel soleplate on the Hoover iron.

IMAGINATION: the Hoover ingredient that creates selling features for you. The Hoover Company, North Canton, Ohio.



HOOVER.



FINE APPLIANCES ... around the house, around the world®

Which Gifts Are Hot For Christmas?

That's the question EM Week asked exhibitors at New York City's big Fifth Avenue Gift Center. Here are 19 answers from 10 veterans in the field. And you may like the margins even better than the merchandise

Discounts of 50% are the rule rather than the exception and small minimum orders are common. Consignment deals are practically nonexistent and special Christmas packaging is rare. Most manufacturers and distributors said they would deal with any dealer who contacted them at 225 Fifth Avenue, New York.

The famous gift center's 11 floors are jammed with merchandise from all over the world. Realizing that it would take until next Christmas to shop the entire center, EM Week selected a random assortment of manufacturers, distributors and importers and asked them, "What has been your best Christmas item over the past few years?"

A stainless steel carving set with 6 matching steak knives has been hot for the past three Christmas seasons, according to Carvel Hall Cutlery distributor Charles D. Bridell. Either the carving set or the knives can be had by the dealer for \$9.95. Either retails for \$14.95.

A Susie-Bar won the nomination of Lamar D. Mulliner Co. as its best selling Christmas item. The round lazy-susan-type base is made of walnut as is the top for the glass ice bowl. The bowl is circled by 6 old fashioned glasses. Susie-Bar sells for \$16 retail; Mulliner will sell the bars direct to dealers for \$8, f.o.b. Vermont. Minimum order is \$25.

Twin liquor decanters have always moved well at Christmas for Rubel & Co. The cut glass decanters can be labeled for rye, gin, bourbon, scotch or vodka and are enclosed in a brass plated frame that is equipped with a miniature lock and key. Dealers can buy the sets for \$5.25; they sell for \$10 at retail.

Ice buckets with flip-top lids are also big Christmas items according to a Rubel representative. The buck-

ets retail at \$10.95 and cost a dealer \$5.50.

Minimum orders from Rubel are between \$30 and \$40, f.o.b. Brooklyn, N. Y.

Japanese Christmas? Tea 'nd Toast sets are good sellers for Lipper & Mann, Inc. Designed for the TV fan who likes to munch during programs, a set consists of 4 large saucers (will hold a cup and small snack), 4 cups, a sugar bowl and creamer. The sets cost \$2.25 and retail for \$5.

Ash-tray and lighter sets were found in a lot of stockings for the past 10 years, according to representatives of McDonald Products Corp., Buffalo, N. Y. Finished in brass and enclosed in walnut bases, the sets retail for \$7.50 and cost \$3.57 f.o.b. Buffalo.

"Wall barometers—strictly in the impulse category—are items that always sell best at Christmas," a McDonald spokesman said. The most popular barometer retails at \$25 and costs a dealer \$12.50. Minimum order is \$25.

Punch bowls have always sold best around Christmas time for the United States Glass Co., Tiffin, Ohio. A pressed glass bowl, 12 glasses, ladle and foot makes a set and costs \$13, retails at \$26.

Gift packed in individual gray and white boxes, Candlelight Garden Sets—2 glass candle holders and a small centerpiece—cost \$2.25 and sell for \$5.75. Minimum orders are based on weight; 100 lbs. is the minimum.

Chafing dishes are always popular gift items and Good & Co. said that it sold more of them last Christmas than anything else. The 2-quart dishes are brass with copper linings and sell for \$22. They cost the dealer \$11, f.o.b. Kenosha, Wis. There is no minimum order.

A walnut warming tray, selling for \$35 retail, was the choice of Jaxton Manufacturing Co. as its best selling Christmas item. The set is basically a walnut-edged heating element covered by a pair of sliding walnut trays that are equipped with a set of bowls and a cheese knife. The unit costs the dealer \$17.50, f.o.b. Glens Falls, N. Y.

A \$13.50 non-electric percolator made of porcelainite and equipped with a brass base and heating candle is an item that's been hot for Georges Briard, Inc. for the last couple of years.

An imitation mosaic Coupe Tray, retailing at \$15, and a \$13.50 cheese tray in walnut and tile have also sold well for Briard at Christmas.

Dealers can buy Briard merchandise for 50% off retail price. Minimum orders are \$50, f.o.b. New York. Items are individually packaged but not gift wrapped.

Pewter tankards or measures, wooden tubs, decorative scales and "French" telephones are items S. P. Skinner Co. Inc. said "have sold well for the past three years."

Noggin, gill, half-pint and pint are capacities of the Harvester measuring set of English pewter that retails for \$36. Old style English pewter tankards cost \$6.25 and retail at \$12.50.

"Wooden tubs, trimmed in brass and selling at \$14, have always been big at Christmas," said a Skinner spokesman. The tubs can be used for storing anything, from magazines to wood for the fireplace. Available in natural or black, the tubs cost a dealer \$7 each.

"Large brass scales won't weigh anything but they make attractive conversation pieces and sell like hot cakes," Skinner representatives told EM Week. The most popular size last year was that which retailed at \$12.50 and cost the dealer \$6.25.

"French" telephones are not really French. They're Danish. Old phones are bought in Denmark and reconditioned for sale in this country as extension telephones. They retail for \$28 to \$43.

Minimum order for Skinner merchandise is \$50, f.o.b. New York.

ELECTRICAL
MERCHANDISING
VOL. 92 NO. 47 WEEK

LAURENCE WRAY EDITOR

TED WEBER MANAGING EDITOR

JAMES J. CASSIDY Assoc. Managing Editor

ANNA A. NOONE Associate Editor

JACOB B. UNDERHILL Copy Chief

FREDDA S. MILLER Assistant Editor

DONALD S. RUBIN Assistant Editor

B. H. SCHELLENBACH Assistant Editor

JAMES BUCHANAN Assistant Editor

FIELD EDITORS

KEN WARNER Midwest Editor

GORDON WILLIAMS Assistant Editor

MARTHA ALEXANDER Edit. Assistant

HOWARD EMERSON West Coast Editor

WAYNE R. SMITH Editor of Home Goods Data Book

RESEARCH DEPARTMENT

MARGUERITE COOK Research Director

JAMES F. SHEA Research Assistant

MARJORIE FISHER Assistant, Chicago

ART DEPARTMENT

BARBARA ELLWOOD Art Director

MARIANNE FARRELL Assistant

ELI W. GOLDOWSKY Assistant

PAT McHUGH Production Editor

DEPT. OF ECONOMICS

DEXTER KEEZER Director

NEWS BUREAUS

JOHN WILHELM Director, World News

GEORGE BRYANT Director, Washington Bur.

ATLANTA: B. E. Barnes

CHICAGO: Stewart W. Ramsey

CLEVELAND: Arthur Zimmerman

DALLAS: Marvin Reid

DETROIT: Donald MacDonald

LOS ANGELES: Kemp Anderson

SAN FRANCISCO: Jenness Keene

SEATTLE: Ray Bloomberg

LONDON: John Shinn

MOSCOW: Ernest Conine

BONN: Pete Forbath

PARIS: Robert Farrell

TOKYO: Sol Sanders

CARACAS: John Pearson

MEXICO CITY: Peter Weaver

BEIRUT: O. M. Marashian

CASWELL SPEARE PUBLISHER

ELECTRICAL MERCHANDISING WEEK is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. Publication Office, 871 North Franklin St., Chicago, Ill. See panel below for directions regarding subscription or change of address.

EXECUTIVE EDITORIAL CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N. Y. OFFICERS OF THE PUBLICATIONS DIVISION: Nelson L. Bond, President; Shelton Fisher, Wallace F. Traudt, Senior Vice Presidents; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator. OFFICERS OF THE CORPORATION: Donald C. McGraw, President; Joseph A. Gerardi, Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary.

UNCONDITIONAL GUARANTEE: Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvement are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if ELECTRICAL MERCHANDISING WEEK'S editorial service is unsatisfactory, and will refund the proportionate price of any unmailed copies.

SUBSCRIPTION PRICE: Available only by paid subscription. Publisher reserves the right to refuse non-qualified subscriptions. Position and company connection must be indicated on subscription orders. Single copies: \$5.00. Subscription price in the United States and possessions: \$2.00 for one year.

Printed in Chicago, Ill.; second-class mail postage paid at Chicago, Ill. Title registered at U. S. Patent Office. © Copyright 1960, McGraw-Hill Publishing Co., Inc. Quotations on bulk reprints of articles available on request. All rights reserved, including the right to reproduce the contents of this publication, either in whole or in part.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Fulfillment Manager, ELECTRICAL MERCHANDISING WEEK, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address, giving old as well as new address, and including zone number, if any. If possible, enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send Form 3579 to ELECTRICAL MERCHANDISING WEEK, 330 W. 42nd St., New York 36, N. Y.



Mobile Displays Carry Swanson's Story To The Curbstone

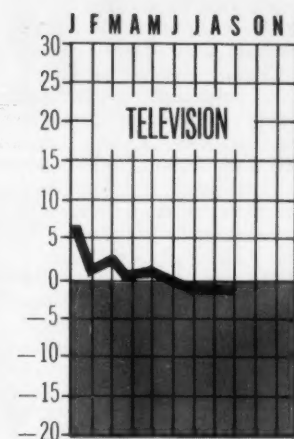
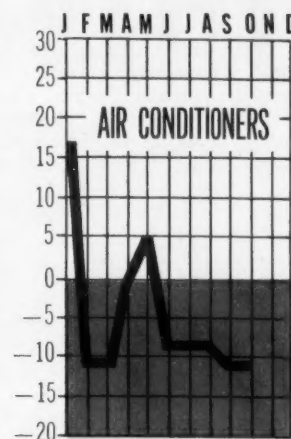
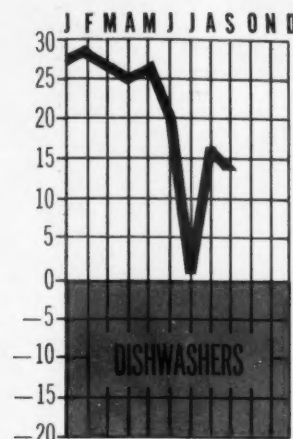
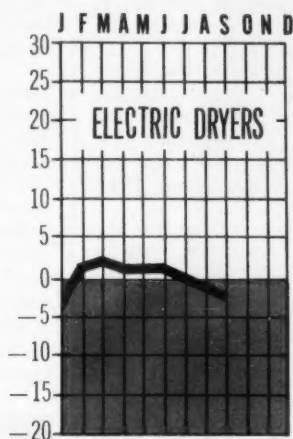
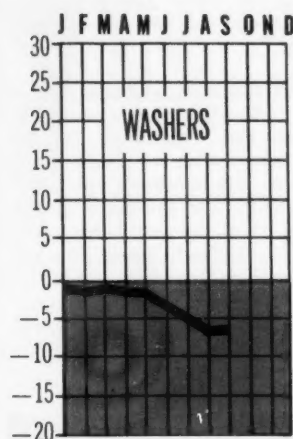
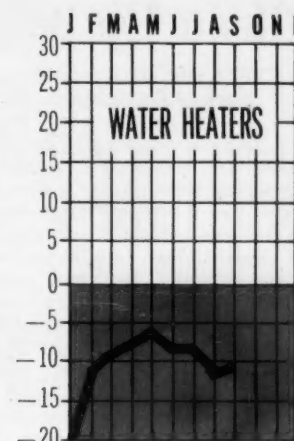
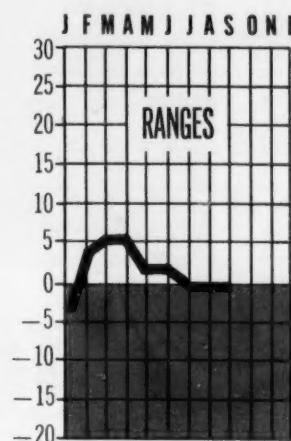
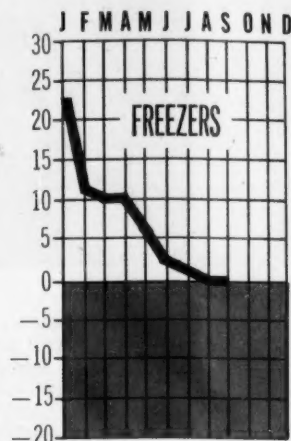
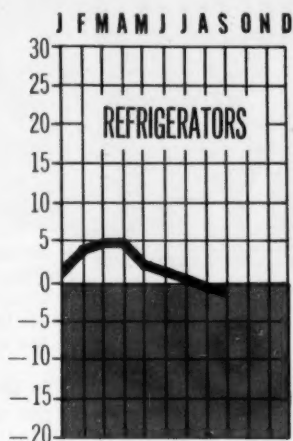
IN SERVICE only a short time, this mobile display (one of three) of the Swanson Manufacturing Co., Owosso, Mich., has already proved its worth to dealers and builders

across the country, according to president Robert Swanson. Routed with representatives at regular intervals, the units display Swanson line of hoods, clocks, intercoms.

These graphs tell the story of the start of a decade that has yet to soar . . .

HOW TO READ THESE CHARTS. The graphs show cumulative retail sales through September, expressed in percentages above or below cumulative levels for the same months in 1959.

1959 →
And so the '0' in the graphs shows the month-to-month cumulative level of sales for 1959. For any 1960 month you can see if cumulative sales were better or worse than 1959's.



What the future will bring is a big 'if,' but . . .

9-Month Retail Sales Are Off

If any appliance-TV dealer still has doubts that business was bad, he could pause from exhorting salesmen to greater effort or from hopefully preparing pre-Christmas promotions or anxiously worrying about his mortgage payments. All he had to do was look at the record.

How bad was it, this recession (if you had the stomach to call it that) into which the Soaring 60's had slumped?

Bad enough to cause significant drops in the profit margins of manufacturers in the electronics and electrical equipment industries (from 0.5% to 1.7% below 1959). Bad enough to cut down retail sales of appliances and television across the country (see graphs above).

But the "why" was another thing. Personal income was generally up across the country and economists looked forward to an increase in the nation's gross national product for the year as a whole. Certainly, the drop in the marriage rate was important in the drab appliance picture. And the number of housing starts was down 9.41% this year.

Was it Mrs. Kowalski's boredom with 1960's appliances? Perhaps. The old standbys of the appliance business definitely were down during 1960's first three quarters. But dishwashers—with saturation of 6.3%—were selling well (see graph). Freezers, too, (saturation,

22.1%) were holding their own against 1959 retail sales figures.

EM Week's graphs and figures can help a dealer know where he stands in relation to dealers in key markets across the country.

The retail sales figures are derived from reports of utilities which chart retail sales activity in their areas (see "How's Business?" page 24). In the graphs, the 0.0% line is the cumulative level of sales for the particular appliance from month to month in 1959. By comparing your retail sales levels in cumulative percentages, you can roughly chart your relative position.

Here's an item-by-item picture of conditions, drawn from figures supplied by National Electrical Manufacturers Assn., Gas Appliance Manufacturers Assn., American Home Laundry Manufacturers Assn. and Electronic Industries Assn.

Refrigerators: Retail sales dribbled off in the third quarter, and so did factory shipments. Sales in January were up 1% over the 1959 level; cumulative sales peaked at plus 5% in March and April, then began to slide to plus 3% in May, plus 2% in June, even in July, minus 1% in August and minus 2% in September. For the nine-month period, factory shipments were down 8.65% below 1959.

Freezers: Continued downtrend in

sales and shipments. Although January began with sales at plus 23%, the first quarter was down to plus 10%, the second down to plus 3% and cumulative sales through the third quarter were even with 1959. Nine-month shipments were 11.34% below 1959's.

Electric ranges: Retail sales showed a dip and shipments were down 9.7% for the three quarters. Sales were 5% above 1959 after the first three months; sagged to plus 2% through June and leveled off at the 1959 level for the third quarter. Built-in shipments were down 5.89% for the nine months.

Gas standard ranges: Shipments were down 10.03% for the nine months after a stable but minus 7% first half. Gas built-in shipments dropped off to plus 2% for the three quarters.

Electric water heaters: Sales were continuing to plummet, but had recovered from the minus 20% figure registered in January. Shipments were down 19.29% for nine months. Sales were off 9% for the first quarter and the second quarter and down 10% for nine months.

Dishwashers: A sales downgrade, but well on the plus business side with shipments up 12.46% after the third quarter. Cumulative sales figures were up 27% after March; up 20% after June. They dropped

to plus 1% in July, then jumped to plus 17% in August and plus 14% in September.

Washers: Down, down, down in sales and factory shipments. Cumulative sales were off 1% in the first month; off 4% after the second and off 6% at the end of the nine-month period. Shipments followed suit, with automatics continually dropping to minus 12.76% and wringer and spinners diving to minus 19.28% after the nine months.

Electric dryers: After a minor spurt in the first quarter, cumulative sales figures hit the skids in the third. Figures were plus 3% at the end of the first, plus 2% throughout the second, and minus 2% at the end of the nine-month period. Shipments were 11.6% below 1959 for the nine months. Shipments of gas dryers, which had been up at the half-year mark, were down 4.63% after nine months. Shipments of combos were off 15.41% for the first three quarters.

Television: A continued sag in retail sales was the story in the third quarter. TV began the year strong—6% above 1959—but dropped to plus 3% at the end of the first quarter, drew even at the end of the second and hit minus 1% throughout the third quarter. Production was 2.68% behind for the same period.

Continued on page 24

D.C. Dealers Clean Up Ads

FTC wrist slaps brought results last week. Like soldiers vying for the good conduct medal, Washington, D.C. appliance dealers paraded pages and pages of cleaned-up advertising through D.C. newspapers over the Veterans' Day weekend.

Reasons behind the cleanup were obvious: Most appliance dealers were sobered by their heart-to-heart chat about deceptive price and guarantee advertising with the Federal Trade Commission earlier this month (EM Week, Nov. 7). And they were wary of a promised crackdown in three new advertising areas: 1) hidden extra charges for delivery, installation and service; 2) with-trade prices when goods can be bought for the same price without trades; 3) one-day specials that aren't.

Though there's been no official FTC comment on D.C. appliance dealer compliance since the meeting on Nov. 1, the commission's William Dixon, legal adviser on guides, said he hoped it would measure up to results of a similar meeting with furniture dealers.

Here are some examples of the appliance ad cleanup. Most of them are spelled-out conditions of sale, conditions which previously had been left up to the reader's imagination.

"Take your purchases with you and save delivery costs."

"Mfr.-dist. suggested list price used for identification only. Delivery & service optional."

Instead of carrying list prices on items in a bankrupt stock purchase sale, "former dealers' marked prices" were carried.

Most startling of all: All but three of the some 15 appliance advertisers over the weekend had dropped was-is comparative advertising. And there was a fair sprinkling of model numbers.

But there were still bargains to be had in the D.C. market place. Here are just a few of them:

- 1960 Sylvania 23-inch lowboy console TV, \$166 at Dowd's.
- 1960 RCA, Emerson, Admiral and Philco 17-inch portable TV, \$98 at Blair's.
- Westinghouse frost-free, 12.7-cu.-ft. refrigerator, \$168 at George's.

Don't Worry About Longer Warranties

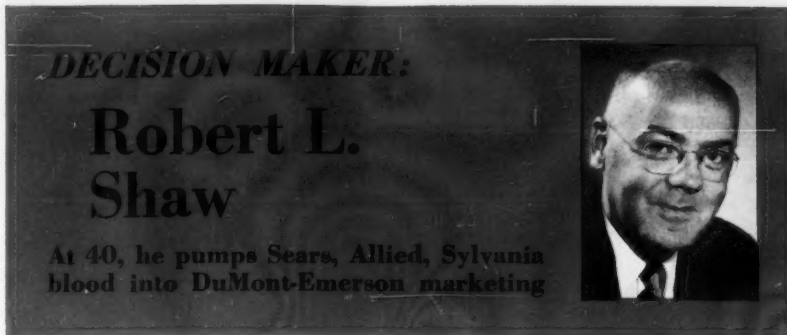
CONTINUED FROM PAGE 1

Wood said no changes are being planned, although the company—in Chicago only—is offering longer warranties to customers who bring sets into a single central service station (in contrast to 27 Philco locations).

● Motorola apparently is standing pat with a full-year warranty on parts, the most generous national program on brown goods. Neither company showed much activity, but enough to indicate the beginnings of a trend.

But in the white goods field, even such a vague trend was imperceptible. Viewpoints from representatives of major manufacturers were remarkably alike.

"I think we'll just stay the way



At 40, he pumps Sears, Allied, Sylvania blood into DuMont-Emerson marketing

Bob Shaw, out of the industry for four months, returned to the wars this month as executive vice president of the DuMont-Emerson Sales Corp. where he'll direct the marketing of Emerson, DuMont, "Quiet Cool" and Granco products.

Under the new setup, Shaw will report directly to Ben Abrams, president of the sales corporation, which is a subsidiary of the parent company, Emerson Radio and Phonograph Corp.

Currently, Emerson sales are moving at a record clip and DuMont's line is "soaring" according to Shaw. Last year parent Emerson did \$67,442,399 in consolidated net sales.

The future? On the job only two weeks, Shaw brings to it some strong ideas on directions the television industry—and DuMont-Emerson—will take in the next model year:

- More accent on styling.
- Elimination of 21-inch sets, but retention of 17's as leaders.
- Elimination of the "ugly duckling" loss leader.
- Stronger emphasis on 19-inch models.
- Consideration of 27-inch sets for the DuMont line.
- Growing interest in color television.
- Squared 14- or 15-inch portables if Japanese television starts to move here in quantity.

"Styling will be the one big industry effort next year," predicted Shaw. He foresees more accent on cabinets with better, hand-rubbed finishes. And there'll be more use of plastic laminates over wood "to armour plate them."

Remote control? Shaw figures this has stabilized at considerably less than 5% of industry sales, although this should increase next year. Still the big problem: Finding out

how much the American public really will pay for remote tuning.

The elimination of the ugly duckling loss leader will come about, Shaw figures, because the industry 1) is learning to eliminate ridiculous pricing ("Over the years, the industry has attempted in every way to commit price suicide."); 2) won't be able to merchandise the set successfully.

Shooting the works in 19's, Shaw figures compacts, portables, tables, consolettes and combinations all will turn up. One big reason: The 19-inch screen is a better size for smaller living room viewing than the 17-incher.

"If there is a market for the 27-inch set," explained Shaw, "it's in our prestige line and we are considering it for DuMont."

Color's future? "This year this industry will sell more than they sold last year, but still under 100,000 units," Shaw said. But he figures color will be good for 130,000 sales in 1961.

The Japanese "threat" doesn't worry Shaw. The competitive edge held by the Japanese is being cut away as they have moved from selling direct to dealers to their own factory distribution.

"Wait six months," Shaw said, "and you'll see American manufacturers successfully outselling the Japanese at a profit in shirt-pocket radios."

Factors which have cost Germany the hi-fi business, Shaw predicted, will catch up with Japan: 1) poor service; 2) poor styling; 3) poor sales support.

The overall outlook: Next year will be steady, according to Shaw, with a good first half. In the next 10 years he expects a repeating cycle of average year, adjustment year, boom year.

Appliance Firms Are Not Targets

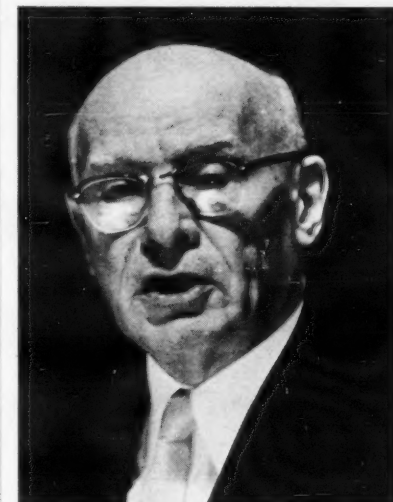
... of fiery New York Congressman Emanuel Celler whose bill before the House of Representatives would bar car manufacturers from operating their own finance companies—like General Motors Acceptance Corp.

Celler told 300 independent sales finance companies at the American Finance Conference Convention in Chicago last week that he's aiming at installment sales monopoly in the car field only.

In the appliance industry, the "danger of captive financing is not so great," he told EM Week, because of the larger number of competing firms. "Still," he warned, "all it would take to cover the appliance industry would be an amendment to my bill."

How about the independents at the meeting? Would they compete harder in the appliance finance field?

Although independents see continued growth for the hard goods industries, they see appliances accounting for a fairly fixed 10% to 15% of outstanding credit dollars. Independents will try some other credit areas including trailers, heavy-duty trucks, college educations and fly-now-pay-later trips.



REP. EMANUEL CELLER tells Chicago meeting that his House bill hits at captive financing of autos only.

labor charges in replacing such parts," he said.

Were there any holes in the dike set up by the white goods industry? Westinghouse, for example, has a 15-day money-back guarantee on the 1961 Laundromat, and Philco has a similar guarantee on one high-end Duomatic washer-dryer. But these are more like free home trials than extended warranties.

How about shorter warranty times? The chances could be summed up this way: No one wants to be a dead hero, no matter how many garlands happy dealers may hang on his grave. Longer warranties are a competitive advantage because customers like them—even if dealers don't. And so no company will willingly surrender any advantage it may have. Any concerted action on the part of manufacturers, of course, is legally impossible.

is better, far better, than it was." He was talking, he said, both about the products and the techniques for handling warranties.

"We have been far ahead of the auto business for a long time and are still ahead," said Theleen. "What we need to do is help customers appreciate the values already offered." Plainly, Theleen thinks that, from the standpoint of warranties and the standpoint of performance, the customer is well-served these days and that no changes are needed.

Ely of Maytag pointed to long-held warranty policies. "Just as we provide reserves for the replacement of defective parts, I believe a dealer should provide some reserves from his gross profits on appliance sales to cover possible

we are," said John Sparks, Whirlpool's vice president for sales. "There isn't any reason to change."

"There is no warranty change in the works here," J. J. Anderson, Westinghouse major appliance marketing manager, stated flatly.

"We have no plans," said C. W. Theleen, G-E's manager of customer relations, "for extending warranties beyond what is current and standard."

"We contemplate no changes," said Claire G. Ely, vice president for marketing at the Maytag Co.

Elaboration on these remarks came from most of the executives. Sparks said:

"The whole service picture has changed for everybody over the past couple of years. The situation

New RCA WHIRLPOOL home cleaner system

...a valued gift that keeps on giving
makes an ideal gift for your

Christmas Selling!

HV-50
Economy model
at a "bargain"
Christmas price



Imperial model
Mark XII—F90-10
with mighty suction power



Model G-60
Bambi
home cleaner



Imperial model
Mark XII—F90-20
with motor-driven
brush and suction power
of a canister



*Get more than your share
of the nearly one million
vacuum cleaner sales
this Christmas season!*

An estimated 1,600,000 vacuum cleaners will be sold for Christmas gifts this year. Assure yourself of a bigger share of this market by featuring the complete, step-up line of RCA WHIRLPOOL home cleaners. Why? Because, from the economy model on up through the mighty Mark XII, you have more in your favor to demonstrate and sell. Power, performance and convenience are easily proved. Ask your RCA WHIRLPOOL distributor.



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!



CAN'T
HELP
GROWING!

CHRISTMAS TIME...

ANY TIME...

WATCH YOUR SALES

GROW...WATCH

YOUR PROFITS

GROW...WHEN

YOU FEATURE

THE FULL LINE OF

***CHANNEL
MASTER***

TRANSISTOR RADIOS

YOUR GROWTH LINE

A bigger line!
A better line!
The fastest-moving line!
THE TOP MARK-UP LINE!

No wonder Channel Master radios help dealers grow—and keep growing. These sets are miles ahead in performance—smiles ahead in satisfaction. Radio customers know it—dealer figures show it.

Channel Master makes a radio for every need and pocketbook... backs up each model with an "Instant Replacement" warranty. Feature the complete selection. See how big your radio business can *really* be!

YOUR personal BUSINESS

Best first-aid measure for serious burns: Ice water. It's more effective than butter or grease, reports the American Medical Assn.

0 0 0 0 0 0

If you don't already have a lawyer to handle your business-legal questions, it's time to start looking. Every business needs legal advice from time to time. And it's only smart to have a lawyer on hand who knows your particular business problems. But there are even more practical reasons:

Businessmen who don't have lawyers tend to rely on their own or non-legal friends' instincts when it comes to questions of the law. And asking the guy next door for legal advice can be as dangerous as asking him to take a look at your tonsils.

Another often heard excuse for not hiring a lawyer: "It's too expensive." No one claims that legal services don't cost money. But often preventive legal advice is inexpensive—when you compare it to the cost of long, drawn-out lawsuits that might result from your failing to get competent help.

There are five general areas where you might need a lawyer's services in your business. In choosing your legal help, it's important to keep these areas in mind so you'll be sure the man or firm you're hiring is the right one to represent you in all categories.

- (1) If your business is incorporated, you may need advice about directors and stockholders meetings, dividends, rights of stockholders and the like.
- (2) Relationships with your employees may require legal help in labor negotiations.
- (3) Problems may come up within the trade where you may need advice about antitrust violations, Robinson-Patman Act questions, or other areas of governmental regulation.
- (4) Your business may run into trouble with the public. Usually, cases here would involve such things as personal injury, property damage or product liability.
- (5) Taxes are a constant source of legal questions.

When you get down to the point of actually picking legal representation, you'll find there are three choices open to you.

First, there's the general practitioner, who maintains an office by himself or with one or two associates. Second, there's the small firm that has several lawyers practicing together. Third is the larger law firm, which may have from a dozen lawyers to as many as 100.

Assuming, of course, that you're looking for high quality, your problem is to pick between the general practitioner, who is capable of advising you on all legal problems, and the law firm, which may have more specialized training and services to offer. Both choices have their advantages and your decision should be based on extensive interviews with both types of firms.

If you'd like help with some of the finer points in choosing a lawyer, the Small Business Administration publishes a free pamphlet, "Selecting A Lawyer For Your Business." Write: 811 Vermont Ave., N.W., Washington 25, D.C.

0 0 0 0 0 0

The Post Office is clamping down on promotions that use the mails—especially those that call for consumers to complete jingles, name products or similar feats. Reason: The PO figures some of the contests aren't games of skill at all, but games of chance—and therefore illegal lotteries.

In particular, the PO is after companies who downgrade or throw out duplicate entries because they aren't original—even if they're good ones. Some critics of these contests feel that this practice proves that the element of chance rather than skill becomes the deciding factor. And if there's chance, there possibly is a lottery.

A DEALER SALESMAN



Can Anybody Here Use A 'Special' I'm Stuck With?

It seems to me that our customer has become more choosy. He will not take what we show him on the floor anymore. More people come in and ask for a refrigerator in some other color than white or they want a particular brand of television and you cannot switch them.

Unfortunately your troubles on special orders sometimes only begin with the sale. I should know. A few weeks ago, a very good customer of mine comes into the store for a range. I have sold him so many times what I have in stock that I do not look for anything out of the way. This time it happens.

He picks out the range easily enough. But he wants it in bronze color. Of course, I do not have one so I try to talk him out of it but he will not be budged. When I tell him that it will take weeks to get one from the factory he says he is in no hurry. I see I'm gonna have to get him bronze so I write up the order and ask for a deposit. He says he has only three dollars on him and will pay the balance C.O.D.

Well the range comes in and I phone my customer to advise him so we can make delivery arrangements. He calmly informs me that he cannot use the range as he has just learned his firm is transferring him. This leaves me with three bucks and a 36-inch bronze range.

Which goes to prove one thing on special orders—the deposit has to be large. Also a small cash deposit is twice as good as a big check. A guy walks into the store one Friday morning looking for a TV console I do not have. We pick it out together in the catalog, I give him the price, and he says it is a deal if I give him delivery tomorrow which is Saturday. I call the distributor and find out he has a set which I can pick up this afternoon. So the customer makes me out a check for \$150 as a deposit.

The next day dawn bright, clear, freezing and icy. The roads are so frozen over that nothing can move. The truck cannot even get out of the garage. I wait a bit, then phone my special customer to put delivery off until Monday. The guy is completely unreasonable. He wants the set today or else. I say I will try to arrange something. It starts snowing some more and I have no luck. I call him again at four and put it point blank: It is not possible to deliver in this blizzard. He says O.K. in that case forget about it, cancel the order. As for the deposit, he is stopping payment on the check Monday.

It is also important to be certain on colors when taking a special order. One man's walnut may be another guy's mahogany. Have color swatches wherever you can. Have your customer sign the sales slip verifying this is a special order and cannot be cancelled.

I have a young couple come in the other day and order an expensive stereo combination out of the catalog in blonde. They give me a healthy cash down payment. They are both out to business all day so when the set arrives, I deliver it and leave it with the landlady.

That night the phone rings. It is the couple. What is the idea they ask me of delivering such a light color set. I tell them that is what they ordered. Well, she says it does not match the blonde furniture which they have just had delivered and I should take the set back. Sorry, I say, how was I to know? What can I do, she asks. Why don't you send the furniture back I say and tell them it does not match the TV.

ABOUT THE AUTHOR—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.

"Mind if I play through, I'm on a service call?"





ALL THE COOKS in the family can operate at once in the long stretch of this Frigidaire kitchen that boasts four separate food preparation areas.



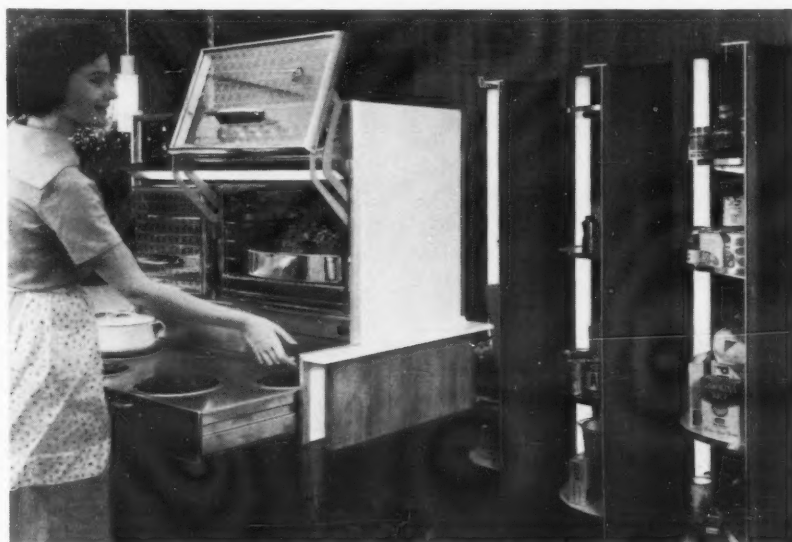
LAUNDRY AREA, just a few steps from the kitchen, has lighted shelves for stacking just-washed-and-dried clothes, dispensers in the cabinets for soap, detergent, bleach, blueing.

No Dreams For Sale In This Kitchen At GM's Motorama

Everything's for real. The appliances are straight out of Frigidaire's 1961 lines. The cabinets and extras—albeit expensive—are available. And the ideas are free for the looking. The kitchen, part of the General Motors "Motorama," is in New York now. It will hit the West Coast after the first of the year



FLAIR RANGE sits in its own cooking island, conveniently near a food preparation area with built-in wooden cutting board and waste disposer.



SWING-AROUND SHELVES pivot out of wall. Though button-operated shelves are shown in the kitchen, Frigidaire has no plans to market them.

* 35 MILLION PEOPLE

WILL READ READER'S DIGEST
with a report on the



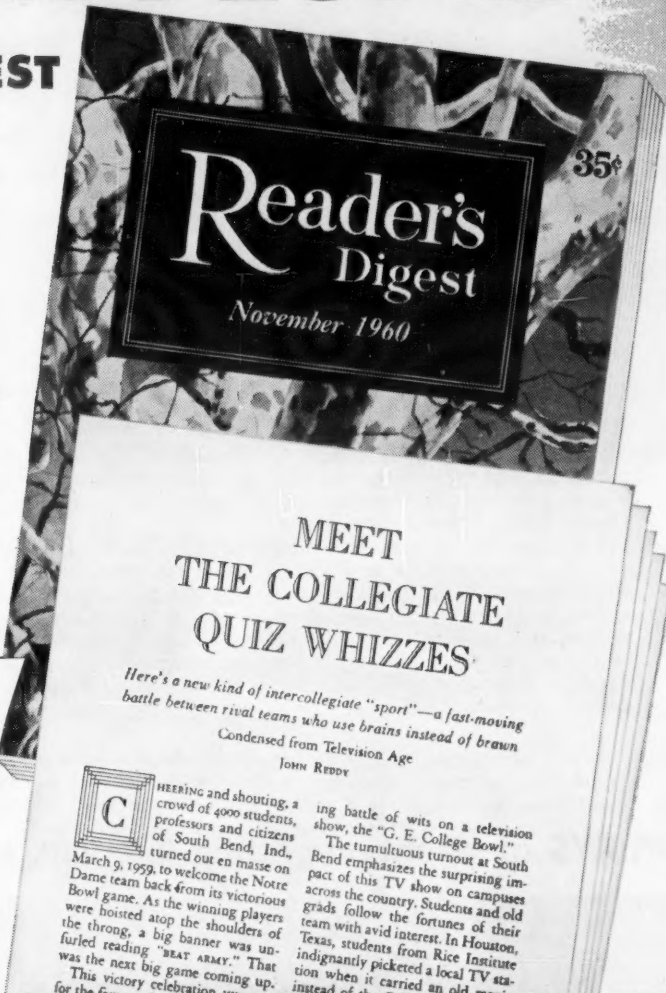
COLLEGE BOWL

Selling General Electric Irons, Toasters, Skillets, Mixers, Hair Dryers, Rotisseries, Vacuum Cleaners, Floor Polishers, Radios and Clocks. Every Sunday 5:30-6:00 P.M. EST. C.B.S.-TV (Check local listings for time, and channel in your city!)

**3rd
BIG SEASON**

Fastest Game
on TV Networks!

*Number of readers each issue—according to 1960 Politz Study.



ALLEN LUDDEN, Moderator

Allen Ludden serves as moderator each week in the General Electric College Bowl, a competitive oral examination between two teams of four undergraduate students representing American colleges and universities.

Ludden, author of numerous books for college-age boys and girls, enjoys his role as the question-asker in testing the quick recall of facts by the varsity scholars. No school teacher (as Ludden once was) ever gave bigger examinations to more people—since not only the eight scholars on stage but their classmates on campus, their colleagues on hundreds of other campuses, their parents, friends and the general public play the College Bowl game each Sunday, too, testing their own knowledge of the questions Ludden asks the team members.

The General Electric Company awards \$2,000 in scholarship grants to the participating schools each week, with the winning school receiving a \$1,500 grant.

FALL AND WINTER ROSTER OF COLLEGES

The following colleges have appeared or are scheduled to appear on College Bowl programs during the current season:

University of Arkansas	Howard University
U. S. Military Academy	University of Illinois
Baylor University	Indiana University
Beloit College	State University of Iowa
Boston University	Louisiana State University
California Inst. of Technology	University of Mississippi
Carleton College	U. S. Naval Academy
Carnegie Inst. of Technology	Oklahoma State University
Colgate University	Rensselaer Polytechnic Inst.
Colorado College	Rutgers University
Franklin & Marshall College	Skidmore College
University of Georgia	Vanderbilt University
Gonzaga University	Vassar College
Hobart & Wm. Smith Colleges	Wesleyan University

GENERAL ELECTRIC COMPANY, HOUSEWARES AND COMMERCIAL EQUIPMENT DIV., BRIDGEPORT, CONN. • RADIO RECEIVER DEPARTMENT, UTICA, NEW YORK

Progress Is Our Most Important Product

GENERAL  ELECTRIC

THIS DEALER SELLS A KITCHEN A DAY

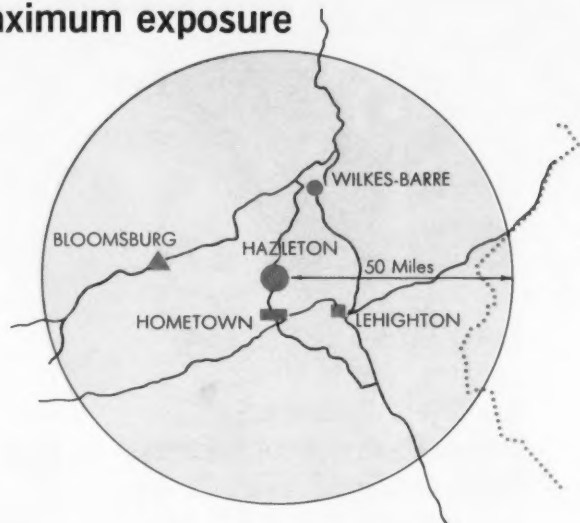
... with a five-point merchandising program which begins with a hard-headed definition of his potential market and also includes a firm conviction that appliances are an integral part of the kitchen package. Here's how Harry Cohn of Hazelton, Pa., does it

1. COVERAGE includes a 50-mile area which gives maximum exposure

The hub of the operation is the parent store in Hazelton. Supporting it are a branch store in Wilkes-Barre, displays in farmer's markets in Hometown and Lehigh, and a big display annually at the Bloomsburg Fair.

"This 50-mile radius is probably just a little too big when it comes to a service operation like ours. But we consider the exposure provided by these locations vital to our operation," says Owner Harry Cohn.

The question of exposure colors many of Cohn's decisions in regard to displays. He is always alert to opportunities for additional exposure of his kitchens. Thus, he participates in local shows (such as the Wilkes-Barre Parade of Progress exhibition) and he has installed kitchen displays at the telephone company offices in both Hazelton and Wilkes-Barre. In addition, he sets up displays in local branch banks when the opportunity for such exposure presents itself.



2. DISPLAYS of attention-getting kitchens are designed to stimulate prospects



"You won't find the exact kitchen you want in any of our displays," salesmen tell prospects (in pictures at left), "but you will find ideas, arrangements, visual aids and other data which will help you crystallize your choice."

Display layout varies between the Hazelton and the Wilkes-Barre stores. There are seven kitchens in the Hazelton store, interspersed among appliances—two flank the entrance of the 40-foot building, five other kitchens dominate the 60-foot depth of the store.

In the narrower Wilkes-Barre outlet there are also seven kitchens—but no appliances are on display except as part of the kitchens.

Display costs run high for an ambitious program like this. Cohn estimates that the kitchen inventory for the 14 store displays plus those in the farmer's markets runs to \$35,000.

All of the display kitchens feature Quaker Maid and Dimensional wood cabinets and Frigidaire appliances (which Cohn has handled for 25 years).

Display effectiveness is heightened by the way in which appliances are integrated with the model kitchens. Appliances never get lost and a prospect is never allowed to lose sight of the fact that Cohn's is in the appliance business as well as the kitchen business. In his displays, kitchen cabinets and appliances complement each other with striking effect.

"We don't sell a kitchen just for the sake of selling a kitchen," says a salesman in the Wilkes-Barre store. "We're selling Cohn's complete service."

Harry Cohn himself believes service is the most important item being sold by his firm. He says:

"We'll even risk losing a sale by correcting a customer's layout which we consider poor or unworkable. But that may be why we can sell kitchens as we do. We've got the displays. We're not afraid to sell appliances and cabinets we believe in. And we've got the salesmen and installers who can furnish expert know-how. It's a complete package. And we keep hammering away with it at anyone who will listen within a 50-mile radius."





3. SELLING EFFORT is directed at appliances as well as cabinets

"In this area of tightening margins," says Cohn (above), "many dealers in the kitchen business tend to downgrade appliances. We don't do that. We sell 'em hard."

By downgrading Cohn refers to the tendency of some kitchen dealers to tell the prospect that "you can buy the appliances you want wherever you choose."

At Cohn's, on the other hand, the pitch goes like this: "We sell the very best appliances. We'll integrate them with your total kitchen." That's just what Cohn in picture at right, above, is doing.

This does not mean that Cohn will not accommodate cus-

tomers who take less than a full kitchen package. The final choice is the customer's. He can purchase cabinets alone. He can arrange for his own electrician and plumber. But Cohn never stops trying to sell the complete kitchen and the services which have become synonymous with the store's name in the minds of customers.

Margins are a tender subject with Cohn. Cabinets, of course, provide a full markup. But appliance margins are more modest, with built-ins within the kitchen package providing a better edge than free-standing units.

4. SPECIALISTS provide the answer to good design and installation

Cohn relies heavily on specialists.

The firm has five salesmen in Hazelton and four in Wilkes-Barre. Salesmen develop their own leads, largely from recommendations; they are also furnished store leads.

The usual sale includes a store demonstration, a home visit, a flat drawing, a perspective drawing and pricing.

Artist-designer Joseph Mish (below left) handles the perspective drawings in his office in the Wilkes-Barre store. (Flat measurement drawings in Hazelton are handled by a girl.) Mish provides elaborate perspectives for the salesmen, will also sit in on job planning with the salesmen and prospect.

"We will make a plan for any prospect," says Cohn. "But we won't relinquish the plans until a contract is signed."

Control over installation is in hands of Cohn's son, Morty, (below right) who correlates all kitchen works. He schedules the jobs, sees that there is a minimum of inconvenience for customers and that the crafts move in and out with precision. There are six installers on Cohn's payroll, and he coordinates the work of all of them, spreading his manpower between the two cities. He also coordinates sub-contracting arrangements for installation of kitchen equipment with electrical and plumbing firms.

Typical of Cohn's care for detail is the fact that he recently transferred one of his top installation men to an inside job where he will check every aspect of the plans (measurements, structural problems, etc.) before work gets underway. This extra step is justified, says Cohn, because it can eliminate on-the-job headaches later on.



FOR REAL POLISHER VOLUME FEATURE REGINA

YOUR BEST MONEY-MAKER!



- **BEST KNOWN!** Most advertised, most demanded by the consumer, easiest-to-sell!
- **BEST QUALITY!** All-metal construction, built for a lifetime of trouble-free service!
- **BEST PERFORMANCE!** Thousands of satisfied customers will testify to this!
- **BEST FOR YOU!** Priced for high turnover, big profits!

A proven line of money makers, Regina polishers are profit-priced to capture every level of the polisher market. They are the polishers most demanded by the consumer. This means fast turnover and high profits for you. They are the only polishers with built-in performance. This means additional sales from satisfied customers. So feature the best all around—Regina.

The talk of the market!

REGINA ELEKTRIKBROOM

the lightweight vacuum that's outpacing the industry—sales up 49% first 6 months of '60! On the "hot" sheet of leading department and chain stores. America's most raved-about vacuum cleaner—lightweight, yet full-powered to do a spotless job...without attachments! Play the winner—Elektrikbroom!

New profit-partner to Elektrikbroom

REGINA ELEKTRIKMOP

scrubs and dries floors automatically—built to do one job and do it best! Hands never touch water. No dirty water bag or messy bucket to empty. A whiz to use—and to sell! Regina-designed for Elektrikbroom-type traffic, turnover and value! Be first to profit with the new, exciting Regina Elektrik mop.

Get the total market with famous Regina floor appliances! For full details MAIL COUPON TODAY.

The Regina Corporation, 11 Regina Ave., Rahway, N. J.

Please rush full information on Regina's money-makers:

☐ Regina Polisher ☐ Regina Elektrikbroom ☐ Regina Elektrikmop

☐ Please send name of Regina distributor in my area.

Name _____

Address _____

City _____ Zone _____ State _____

Signed _____

In Canada: send coupon to Switson Industries, Ltd., Welland, Ont.

NEW PRODUCTS

FEATURES THIS WEEK

Ranges by Philco and Suburban • Waste King Universal disposer • Emerson 1961 TV line • Packard Bell stereo • Westclox clock-radio • non-electrics

SPERTI Sun Lamp Line

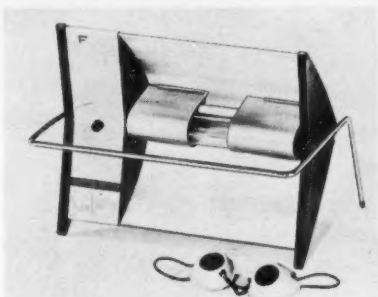
The Sperti line for 1960-61 includes 5 models.

Sun Valley, a table model, UL approved and weighing 3½ lbs. packed for shipping. Newly styled it is compact with large reflector adjustable to 3 positions; the ultraviolet tube provides a suntan with only 3 min. use a day.

Miami is similar to Sun Valley with the extra feature of an infrared tube for deep soothing heat for muscular aches and pains.

Solarizer is a convenient, wall-mounted type with mounting bracket for easy installation; reflector design assures even distribution of tanning.

Riviera is a floor type, family model which provides coverage for reclining and sitting positions; equipment includes an ultraviolet tube and an



infrared tube; also a Spertimatic timer with signal and automatic shut-off.

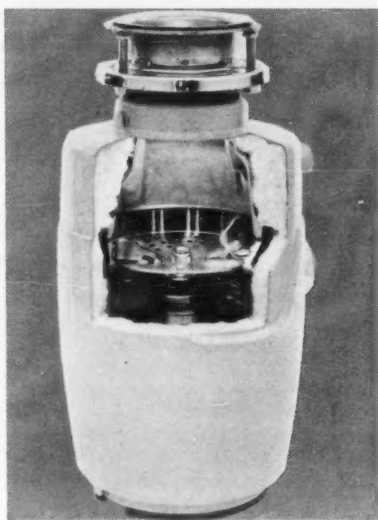
Palm Springs has a powerful ultraviolet tube for wide tanning area and infrared heat; Spertimatic timer.

Prices, from \$19.95 for Sun Valley to \$89.95 for Palm Springs. Sperti-Faraday Inc., Adrian, Mich.

WASTE KING- UNIVERSAL Disposers

Three automatic disposers are announced: Super Hush, Hush and No. 72. New liquefying chamber design increases speed; a special hardened steel has made possible doubling size of liquefying teeth and increasing their number. A spiral downspout in upper chamber forces waste onto whirling centrifuge table; high carbon steel swivel impellers with precision ground cutting edges give efficient liquefying action. Super Hush is encased in sound-deadening polystyrene shell. All models have surgical steel blade, Hycar rubber cushions that separate disposer from drain and pipe connections.

Price, Super Hush, \$99.95; Hush, \$74.95; 72, \$59.95. Waste King Corp., 3300 E. 50th St., Los Angeles 58.



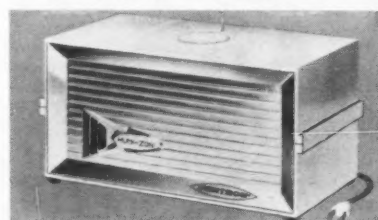
PENTRON Humidifier

Pentron's "Humi-Zon" HZ-500 raises the humidity from the danger point to a healthful level in a few hours and adds pounds of moisture in a single day. It humidifies without steam restoring humidity to a safe comfortable level throughout an entire normal size house; saves up to 10% or more in heating bill. Room air is drawn into the "Humi-Zon" through an opening in the front of the appliance by a quiet, squirrel-cage blower. From the blower, the dry room air passes into a huge aquastatic plenum changer which contains a series of 11 melamine impregnated baffle wicks. The air circulates over, through and around these wicks as it picks up its supply of moisture.

If an excessive humidity condition

develops within a dwelling, the wicks reverse their normal function and will absorb excessive moisture from the air automatically. From the aquastatic plenum chamber the properly humidified air passes through a highly efficient Fiberglas filter where it is purified, removing dust, pollen and other airborne impurities. The Humi-Zon has a convenient fill cap and water level indicator rod on top.

Price, \$29.95. Pentron Sales Co., Inc., 777 S. Tripp Ave., Chicago 44.



DE LUXE ROTO-RIDE

MOTO-MOWER 1961 Mower Line

Five new models and 12 redesigned versions of Moto-Mower power equipment are announced.

Top of the list of the 1961 mowers are 2 riding models: De Luxe Roto-Ride with a number of transmission design changes, and a less expensive model, the 24-in. Super Rider with the same transmission alterations.

The 1961 line features a new group of reel mowers in 18- and 21-in. Super Reel models. Both reel machines feature top-notch grass cutting and completely directional stability coupled with functional design and clean appearance. Cutting height can be adjusted from ¼ in. to 3½ in. providing right height for any lawn.

The De Luxe 22-in. Trimmer-Reel continues the "out-front" design that permits cutting within ¼ in. of tree, shrubs and fences. Its 3-pt. suspension system keeps the Trimmer-Reel level even when trimming over edges of flower beds.

Transmission-propelled and push-type rotary mowers are available in

3 price ranges. All feature the "Vacu-Mow" blade that pulls grass erect before cutting for a velvet-smooth finish. New sintered steel hubs are standard on all rotary mowers.

Three garden tillers, 2 edger-trimmers and a snow thrower round out the 1961 line of Moto-Mower power products. New this year is a 32-in. De Luxe tiller available in addition to the 22-in. De Luxe and Super model. The tilling width of Super Tiller has been increased from 16 to 22 in. All tillers can be depth-adjusted from zero to 8 in., all have 14-in. knife-type tines. **The De Luxe Edger-Trim** features a 3-wheel design that makes it completely maneuverable. It can be operated along a curbstone as wide as 6 in. An economy model, Super Edger-Trim, is also available. Both machines are equipped with 9-in. cutter blades of shatterproof, high-carbon steel.

The 15-in. Snow Thrower is designed for use on walks, driveways and rough ground. It scoops up snow and hurls it up to 16 ft. away to right or left with adjustment of reversible chute. The front of the Snow Thrower rests on sled-like skids which can be adjusted to alter the height of the scooping action. It has heavy-duty, diamond-tread tires on its rear-mounted wheels and handles even heavily packed snow and slush.

Every model is finished in acrylic paint for long-lasting wear.

Prices, Riding models \$349.95 and \$199.95; transmission-propelled 21's \$144.95, \$104.95 and \$129.95; Super 18-in. walking rotary, \$89.95; 22-in. De Luxe trimmer reel, \$189.95; tillers, \$209.95, \$174.95 and \$149.95; snow thrower, \$109.95; edger-trimmers, \$89.95 and \$69.95. Moto-Mower, Inc., Sub. Dura Corp., 625 S. G. St., Richmond, Ind.

PHILCO Range

Model 30SS16 by Philco designated "Miss America" is designed to complement its "Tilt Top" range line recently announced.

This 30-in. automatic electric range in luster white porcelain with polished chrome and turquoise accents features carefree cooking and cleaning with a "built-in look" for a free-standing range.

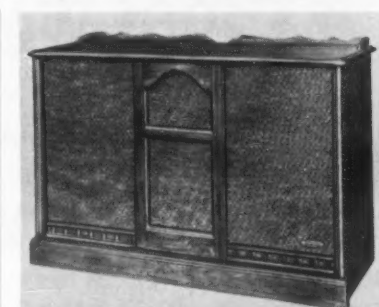
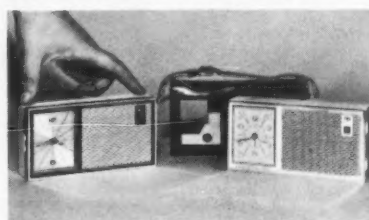
The top tilts up so the entire solid sub-surface can be thoroughly cleaned. Deluxe features include a fluorescent cook light; broil-under-glass; quick set automatic timer; feathertouch control buttons; timed appliance outlet; full-width storage drawer which slides out so that the floor may be cleaned completely to wall.

Price, \$259.95. Philco Corp., "C" and Tioga Sts., Philadelphia, Pa.



WESTCLOX Clock-Radio

A 6-transistor clock-radio, "Travel-aire," with a 32-hr. keywound clock that does not drain the battery is announced by Westclox. It is 3½x5½x1½ in.; has shock-resistant plastic case; earphone; luminous dial; long-life radio battery; full-tone speaker. "His" model, oxford gray with ivory, "hers" turquoise with ivory: \$44.95; with cowhide case, \$49.95. Westclox Div. General Time, La Salle, Ill.



PACKARD BELL Stereo

Reverba-sound is added to Packard Bell models RPC-8R and 9R. 8R has an AM-FM radio; 4-speed phono; 2 amplifier sound. 9R has a simulcast radio. Scandia Modern. Packard Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles 64.

PRESENTING THE FRESH...THE BOLD...THE BEAUTIFUL



1961 Westinghouse ROLL ABOUT Dishwasher

THE FINEST CHRISTMAS GIFT ANYONE CAN SELL!

FRESH! Multi-Use Faucet Connector with push-button aerator faucet lets user draw tap water as dishwasher operates. And the ROLL ABOUT needs no installation.

BOLD! Only Westinghouse has the Hot Water Booster that heats water to 140° before dishwashing begins... and the Hotter the Water the Cleaner the Dishes!

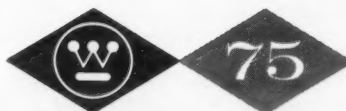
BEAUTIFUL! Smart major appliance styling with raised chrome control center and detergent storage bin. Your choice of five Choose-N-Change Micarta® lid colors.

You can be sure... if it's Westinghouse.

Westinghouse Electric Corporation, Major Appliance Division, Columbus, Ohio.



Push-button aerator faucet lets you draw hot or cold water while ROLL ABOUT washes.



WESTINGHOUSE DIAMOND JUBILEE
Westinghouse celebrates 75 years of leadership with the appliance gems of 1961... backed by the greatest promotion in its history.

- It starts with a 16-page full color booklet in each copy of the February Good Housekeeping (12,350,000 readers).
- It continues with heavy newspaper and magazine advertising all through the big spring selling season.
- It's supported by an all-new TV series: Westinghouse Playhouse, starring Nanette Fabray and Wendell Corey.



Westinghouse



SUBURBAN Gas Oven

Suburban Viscount, a new 21-in. built-in oven, is equipped with a built-in fan vent to exhaust cooking smoke, grease and heat outside the home, for cooler, cleaner oven doors.

Other features include built-in meat minder for baking, doors that drop down for easy oven cleaning, bold contemporary design, quick change color door panels, full-view window, light in oven, 3-spit rotisserie.

The Viscount is an addition to Suburban's line of 16-in. Suburbanette and 18-in. Suburban gas built-in ovens. All models are available in 6 finishes: copper tan, yellow, pink, turquoise, white, stainless steel (Viscount) and brushed chrome (other models). **Samuel Stamping & Enameling Co., Chattanooga, Tenn.**

EMERSON 1961 TV Line

Emerson Radio adds 4 TV models: No. 1554, self-contained 19-in. TV-stereo-AM-FM phonoradio lo-boy with a rectangular screen, aluminized picture tube; super-power TV chassis; beam power, dual-channel hi-fi amplifier; 4-speed changer; 4 hi-fi speakers; walnut or limed oak.

No. C-508, 21-in. color set has aluminized color picture tube; 24,000v picture power; full-power transformer colorscope chassis; matched multi-speaker hi-fi sound; C-508 and No. 944 mahogany or fruitwood.

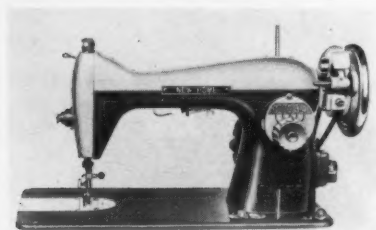
No. 944, self-contained stereo AM-FM phonoradio has 40w dual-channel hi-fi amplifier; stereo AM-FM radio; "auto brain" stereo changer, diamond stereo needle; 6 speaker hi-fi sound.

No. 943, self-contained stereo phonoradio has beam power multi-range



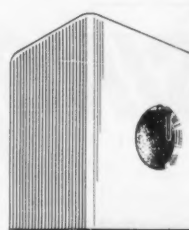
stereo reverberation amplifiers; AM-FM radio; automatic 4-speed changer; 5-speaker multiple-channel, self-contained stereo speaker system; mahogany or walnut.

Prices. No. 1554, \$358; No. C-508, \$750; No. 944, \$368; No. 943, \$298. **Emerson Radio & Phono Corp., Jersey City 2, N. J.**



NEW HOME Sewing Machine

Model 170, built to sell in the low price range has such features as a calibrated stitch length dial control; hinged cover for simple removal and quick replacement of bobbin case; fingertip tension control; automatic bobbin winder; air-cooled slim-line motor, and many other features. **New Home Sewing Machine Co., Box 66032, Houston 6, Texas.**



1938

...The year the concept of home laundering was changed forever... the year the first really salable automatic clothes dryer came into being, and appliance dealers suddenly faced the happy prospect of a completely new business potential. Remember?...

It was the year of the **HAMILTON JUNE DAY DRYER**, and after all those years countless **JUNE DAY DRYERS** are still in regular use!

Way back then, when Hamilton introduced the automatic dryer, this promise was made to dealers: "... the Hamilton frees you from the expensive nuisance of service calls."



1960

NOW, 22 YEARS AND OVER A MILLION DRYERS LATER...

Hamilton is still keeping that promise. In addition to producing the original automatic dryer, Hamilton has continued to pioneer in the development of many "firsts" to make clothes drying easier, quicker and more convenient for the homemaker with each succeeding year. And in spite of the many features added through the years, that original promise of service-free operation is still true. Hamilton has consistently maintained a service-cost record among the lowest in the industry.

Product features, styling, dependable service to the consumer... low service cost, sound merchandising and promotion programs for the dealer... all add up to more sales and more profit for you.

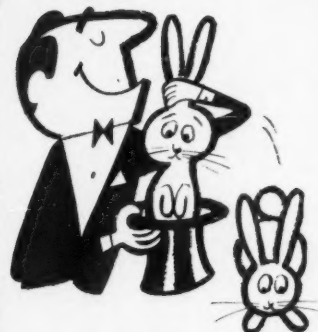
If you're interested in making more money... on the bottom line where it counts... see your Hamilton distributor for the full story or write Hamilton Manufacturing Company.

When it comes to Electric Appliance Business

YOU'RE A STEP AHEAD WITH HAMILTON / the original...and still the leader

Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WIS.



stocks low?
need someone
to "pull one
out of the
hat"?



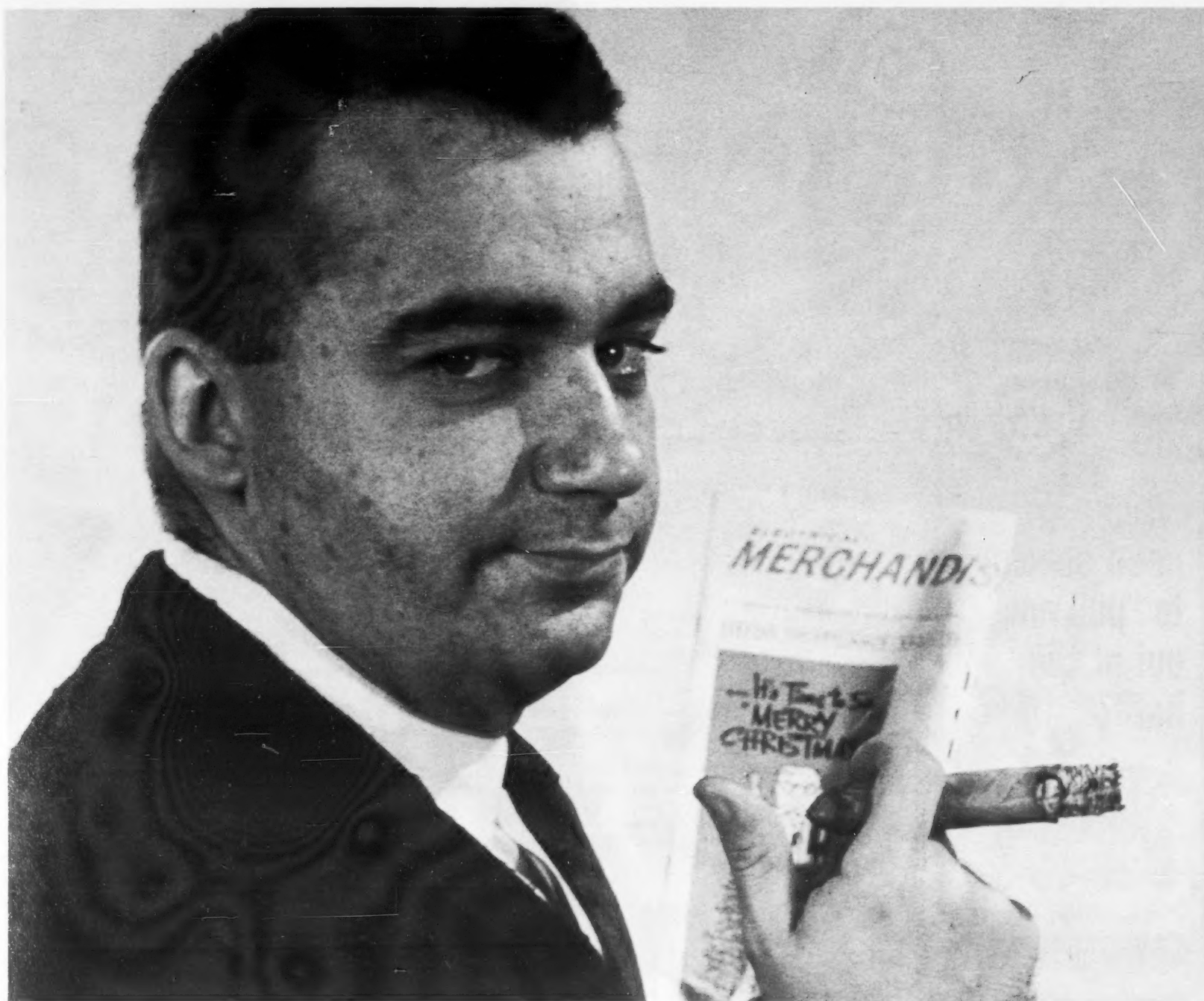
CALL
Graybar

988

What's in it for me? If you're in any part of this business, and it's EM Week you're talking about, there's a wonderful lot in it for you. All the important news of the week, served up fresh on your desk every Monday morning...and not just the bare-bone facts, but what they mean to you. Special depth reports to help you run your business better, digging into such topics as stereo/hi-fi, Japanese imports, the possibilities of government action. Exclusive stories. Merchandising ideas. Meaningful statistics. News about people. Humor. You'll find them every Monday in EM Week—*bought and read by more appliance—radio—TV—housewares Pros than any other publication!*

ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication  



FOR THE MOST ADVANCED FEATURES IN
APPLIANCES, TV, RADIO AND STEREO

YOU NEED **PHILCO**



for quality
appliances
that always
ring the bell:

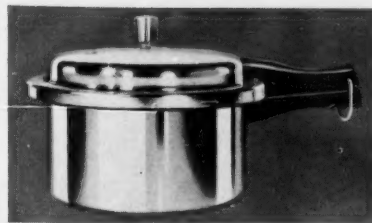


CALL
GraybaR

990

O-CEDAR Mop

Newest O-Cedar sponge mop, No. 606, is framed in non-breakable Cedarflex with a white frame and squeezer. Refills fasten tight at twist of screwdriver. Sponge comes in 4 pastel colors. \$2.49. O-Cedar Div. American Marietta Co., 2246 W. 49th, Chicago.



MIRRO-MATIC Pressure Pan

Has 4-qt. capacity; of extra-thick aluminum; features self-sealing, removable gasket; domed cover; dependable safety fuse; strong molded plastic handles with handy reminder ring; single-pressure, 1-piece control automatically limits pressure to 15 lbs. Price, \$12.95 value for \$9.95 during special introductory offer. Mirro Aluminum Co., Manitowoc, Wis.



PYREX Casserole Set

The new Pyrex Ware Cinderella casserole set consists of 3 casseroles of 1-, 1½- and 2½-qt. capacities in pink and opal gooseberry motif or turquoise and opal butterprint motif. Designed to nest for easy storage, each item has its own clear cover for see-through cooking. Pouring spout handle combinations are included in the functional design. \$5.95 a set. Corning Glass Works, Corning, N. Y.

"When we put in
the Payroll
Savings Plan..."



"It fitted into our operation perfectly..."

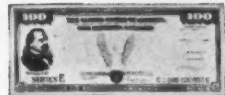
"I had an idea it might be a bit complicated to install the Payroll Savings Plan. Seeing all our people, explaining how it operates, pointing out its advantages. But the way it worked out it was simplicity itself."

"All we did was contact our State Savings Bonds Director. He outlined the campaign for us, working through the bond officer we appointed. A short, company-wide person-to-person canvass was set up—and the results were absolutely amazing. Some of our people told us later that since they found out how convenient it is to save regularly through the Payroll plan they have actually increased other investments, too!"

When your company has a flourishing Payroll Savings Plan for U.S. Savings Bonds, participating employees have the added satisfaction of helping to keep America strong.

For prompt, friendly help in setting up a Payroll Savings Plan in your organization, contact your State Savings Bonds Director. Or write Savings Bonds Division, U.S. Treasury Department, Washington, D.C.

ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN ½% MORE THAN BEFORE



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

PEOPLE in the NEWS



Libsohn
of GM&E



Schoner
of Admiral



Snow
of Air-Way

General Magnetics and Electronics, Inc.—David Libsohn was named sales manager of the corporation. Formerly, he was sales manager for Telectronsonic Corp.

Admiral—John E. Schoner was appointed sales manager-electric re-

frigerators and ranges, of the Admiral Sales Corp. Schoner has been regional manager in the Southeast for the past two years.

Air-Way Sanitizer, Inc.—Richard A. Snow was made vice president and general manager of the com-

pany. He comes to Air-Way from the C. W. Stuart Co., where he was regional sales manager.

Blonder-Tongue Laboratories, Inc.—Joseph Gibbs, Paul Pusecker and Jack Wellington were appointed to the newly created positions of field sales managers for the Midwest, East and West Coast, respectively. Gibbs and Pusecker both were promoted within the company. Wellington was previously with Shell Electronics.

Arvin Industries, Inc.—Robert G. Bosart was promoted to manager of advertising and sales promotion. He was formerly sales promotion manager. Ted Jones, formerly manager of advertising, was promoted to products manager, radios and phonographs.

American Concertone, Inc.—John Tait and Peter Morris were appointed to the new posts of eastern and western division sales managers of the company, a division of Astro-Science Corp.

Norge—John A. Curley was promoted to the new position of national field merchandising manager of the Norge division of Borg-Warner Corp. Since coming to the company in 1955, he was New England district, then eastern division sales manager.

Regina Corp.—William F. Carolan was made sales manager of the newly created special accounts division. He previously was national sales manager of RCA's air conditioning division.

Wedgewood-Holly—E. W. Westland was made manager of Wedgewood-Holly Appliances, Inc., the new eastern sales and service subsidiary of Wedgewood-Holly Co. of California. He has been sales manager of the eastern division of the parent company for the past 10 years.



"When people see Color TV, they buy Color TV!"

Says RCA VICTOR Color TV Dealer

DAVID R. MUIR

Muir TV, Chicago, Illinois

"In the first quarter of 1960, we delivered more RCA Victor Color TV sets than we did in all of 1959! For all of 1960, we expect to sell at least *three times* as many sets as we did in 1959!

"Our secret? All we do is *make sure as many people as possible see Color TV for themselves.* After that, sales come naturally. For example: we believe strongly in home demonstrations, and always try to install sets over the weekend when programming is particularly good. We end up closing *3 out of every 4* demos we send out! (For customers we don't reach with home demos, we have a Color set operating in our store window.)

"Even seeing RCA Victor Color TV *models* sells prospects! We keep lots of Color inventory on our floor at all times, and customers are always impressed by the tremendous selection of sets we stock, they are convinced we mean business about Color TV—and we do!"

—David R. Muir, *Muir TV, Chicago, Illinois.*

Put RCA VICTOR Color
in your TV profit picture!



The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

SEARCHLIGHT SECTION

(CLASSIFIED ADVERTISING)

EQUIPMENT (SURPLUS): :MERCHANDISING
"OPPORTUNITIES"
EMPLOYMENT: :BUSINESS

BUSINESS OPPORTUNITY

Leading line Radio & TV Sales and Service located southern metropolitan market. Grossing \$186,000 with greater potential. No liabilities. Price \$200,000.00. Paul H. Chapman Co., Business Broker, 1182 W. Peachtree, Atlanta, Ga.

There are
plus profits
in Paragon
appliance
timers



Write:

PARAGON
ELECTRIC COMPANY

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

Tmk(s)®

ELECTRICAL MERCHANDISING WEEK



CASWELL SPEARE PUBLISHER

HARRY C. HAHN ASSISTANT TO THE PUBLISHER

DALE R. BAUER ADVERTISING SALES MANAGER

PHILIP G. WEATHERBY GENERAL MANAGER, HOME GOODS DATA BOOK

ROBERT J. TUCKER DIRECTOR OF CREATIVE MARKETING

HENRY J. CAREY DIRECTOR OF MARKET RESEARCH

PETER HUGHES PRODUCTION MANAGER

MARIE RESTAINO PRODUCTION ASSISTANT

DISTRICT MANAGERS

NEW YORK **WARREN S. ACKERMAN**
RUDY BAUSER
Assistant, **BRUCE TEPASKE**
500 Fifth Avenue, N.Y. 36, N.Y. OX. 5-5959

ATLANTA **RAYMOND K. BURNET**
1301 Rhodes-Haverty Building, Atlanta 3, Ga.
JA. 3-6951

CHICAGO **ROBERT J. SCANNELL**
EDWARD J. BRENNAN
520 N. Michigan Avenue, Chicago 11, Ill.
MO. 4-5800

DALLAS **JOHN GRANT**
901 Vaughn Bldg., Dallas 1, Tex. RI. 7-5117

HOUSTON **GENE HOLLAND**
W-724 Prudential Bldg., Houston 25, Tex.
JA. 6-1281

LOS ANGELES **RUSSELL H. ANTLES**
1125 West Sixth, Los Angeles 17, Cal.
HU. 2-5450

SAN FRANCISCO **THOMAS H. CARMODY**
68 Post Street, San Francisco 4, Cal.
DO. 2-4600

PORTLAND **SCOTT HUBBARD**
Room 445, Pacific Bldg., Portland 4, Ore.
CA. 3-5118

INDEX TO ADVERTISERS NOVEMBER 21, 1960

MAJOR APPLIANCES

Gibson Refrigerator Div. of Hupp Corp.	23
Hamilton Manufacturing Co.	19
Hoover Co.	5
Hotpoint, A Div. of General Electric Co.	24
Kelvinator Div. of American Motors Corp.	28
Westinghouse Electric Corp. Major Appliances Div.	18

Whirlpool Corp.	9 27
----------------------	------

HOUSEWARES

Paragon Electric Co.	22
Regina Corp.	16
Ronson Corp.	25
Skuttle Manufacturing Co.	24
Trade-Wind Div. of Robbin & Myers, Inc.	26

HOME ELECTRONICS

Channel Master Corp.	10
General Electric Co. Housewares & Commercial	

Equipment Div., Radio Receiver Dept.	13
Radio Corporation of America.....	22

OTHER

Electrical Merchandising Week	20
Graybar Electric Co.	19, 21, 23
Lamb Electric Co.	25
Philco Corp.	21

This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.

NUMBER **50** IN A SERIES OF WEEKLY GIBSON MESSAGES TO ALL APPLIANCE DEALERS



Our whole family is going to Discover Panama with Gibson...is yours?



GIBSON'S PANAMA FAMILY PARTY...Y'ALL COME!

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation

inventory costs too high? make use of our "million dollar" warehouses:

CALL GraybaR

Don't buy until you see

SPEED FLOW DRYING

faster
safer
cooler

NEW
Hotpoint
SPEED-FLOW DRYER

at the January Market
Space 1120
Merchandise Mart, Chicago

Hotpoint
A Division of General Electric Company
Chicago 44, Illinois

Skuttle DEFENSOR

Portable Electric
ATOMIZING HUMIDIFIER

MODEL
504



Recommended for use in homes, offices, apartments, hospital wards, laboratories, etc., this precision made humidifier atomizes approximately 1 qt. of water per hour in the form of minute aerated particles by mechanical centrifugal ejection of dry mist into the air. The Defensor is quality built of corrosion-proof metal solvent resistant parts for long life performance. Will adequately humidify areas up to 12,000 cubic feet.

MODEL 50
This Skuttle Model 50 Mistilator portable electric humidifier is recommended as a room humidifier. It operates on the same principle as the Model 504, is precision made and will adequately humidify areas up to 8000 cubic feet.

This is the season for humidifier sales. Profit with these Skuttle units . . . Write for prices and literature today!

Skuttle MANUFACTURING CO.
Milford, Michigan

HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Sept. 1960 vs. Sept. 1959 9 Mos. 1960 vs. 9 Mos. 1959	00	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
IN THE EAST											
United Illuminating Co.	-17	+5	-5	+31	-15	-35	+26	-77	-5		
N. Y. State Elec. & Gas Corp.	+10	+31	-5	-23	+9	+7	+30	-13	+4		
Jersey Central Power & Light	-14	+25	-6	-11	-16	-34	+36	-76	+4		
New Jersey Power & Light Co.	+6	+3	+19	-3	-12	-43	+19	-58	-10		
Philadelphia Elec. Assoc.	+18	+36	+77	-22	+3	+17	+69	-79	+17		
Pennsylvania Elect. Co.	-13	-14	0	-28	-19	-12	-1	-52	-10		
West Penn Power Co.	-11	+4	-8	-20	-15	-9	+21	-27	-12		
	-4	+4	-1	-1	-5	+10	+9	-31	+2		
IN THE MIDWEST											
Dayton Power & Light Co.	-9	+15	+15	-6	-13	-22	+32	+55	-9		
Central Illinois Public Service	+17	+11	-25	-19	-11	-20	+6	+162	-11		
Kansas Gas & Electric Co.	+15	+19	-10	+24	+19	-11	+50	+238	-22		
Kansas Power & Light Co.	+1	+31	-1	-45	-21	-25	*	-31	-5		
Nebraska-Iowa Elec. Council	-7	-14	+12	-10	-11	+10	-69	-56	+14		
	-9	-9	+6	-34	-7	+1	-35	-23	-2		
IN THE SOUTH											
Chattanooga Elec. Power Bd.	+9	+10	-24	-17	-18	-19	-22	-39	+14		
Nashville Elec. Service	+16	+26	-19	+11	*	-11	*	*	*		
Florida Power & Light Co.	-5	+12	-23	+8	+11	+30	+30	+23	+38		
Florida Power Corp.	-14	+7	-25	-37	-33	+15	+10	+141	+15		
Tampa Electric Co.	-5	-10	-19	-14	-17	+47	-22	-19	-10		
	-2	+18	-16	+7	-2	-11	+5	+1	-6		
IN THE SOUTHWEST											
Dallas Power & Light Co.	-18	+7	+35	*	+13	+19	-35	+19	-28		
Gulf States Utilities Co.	-11	+11	+20	*	+11	+39	-12	-45	-13		
El Paso Electric Co.	-20	+5	-32	+13	*	+1	*	*	*		
Southwestern Electric Power	-24	-29	-29	+41	*	-17	+36	+30	-38		
New Orleans Public Service	+3	+20	+1	+162	-6	-21	0	+51	+14		
	-14	-4	-35	+13	-8	-12	-16	+4	0		
	-15	+3	+4	*	-15	-44	-28	+2	-10		
IN THE WEST											
Idaho Power Co.	-14	-16	-6	+12	-15	-31	*	*	*		
Pacific Gas & Electric Co.	+1	-26	-23	-17	-13	-25	-24	+62	+10		
Pacific Power & Light Co.	+8	+2	+9	+6	-1	-12	+5	+13	+4		
Washington Water Power Co.	-10	-5	-9	-11	-11	-17	+14	+78	-10		
	-12	-10	-7	-5	-9	-10	+26	-21	-11		
	-10	-19	-19	+57	-38	-44	+96	+483	-4		
	-16	-18	-9	+4	-26	-17	+49	+15	-17		
NATIONAL											
Sept. 1960 vs. Sept. 1959	-2	-4	-11	-6	-8	-14	-2	-3	+5		
9 Mos. 1960 vs. 9 Mos. 1959	-2	0	0	-10	-6	-2	+14	-11	-1		

0 = No Change

* = Not Available

Sales Sagging After 9 Months

CONTINUED FROM PAGE 7

Home radios (auto radios excluded): Production dropped, but was still high at plus 12.49% for the three quarters. At the end of the half year, production was 24% ahead. Retail (by EIA) was plus 22.8% at the half and slipped to plus 20.1% at the end of the three quarters.

Phonographs: Sales remained up, but were slipping slightly at the

end of the nine months, hitting at plus 16.3%, down slightly from the plus 22% registered at the half.

Air conditioners: The year began with a sales spurt—up 17% in January—then took a sharp drop to minus 11% at the end of the first quarter, rose to plus 5% in the mid-second, and then dropped to minus 9% at the end of the second and to minus 11% at the end of the third.

What comes next? Recent credit relaxations are expected to produce an upturn in housing starts in the next three or four months, with accompanying aid to the appliance industry.

Considerable expansion by electrical machinery companies is noted in the definitive fall survey of McGraw-Hill's department of economics. The survey shows what manufacturers intend to spend for capital investment in the coming year. It notes that business expects a sales increase of 3% for the year. While manufacturing companies as a whole plan a 3% reduction in capital expenditures, electrical machinery companies plan a 10% increase.

Best guess for 1961: No major improvement in business until at least mid-1961, and after that a solid rise.

A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
RETAIL SALES total (\$ billions)	18.5	18.0	18.3	1.1% up (Sept. 1960 vs. Sept. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	313	317	359	12.8% down (Sept. 1960 vs. Sept. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	278	277	288	3.4% down (Sept. 1960 vs. Sept. 1959)
FAILURES of appliance-radio-TV dealers	19	31	33	42.4% down (Sept. 1960 vs. Sept. 1959)
HOUSING STARTS (thousands)	103.4	129.4	139.9	26.1% down (Sept. 1960 vs. Sept. 1959)
AUTO OUTPUT (thousands)	142.5**	145.5**	64.2**	121.9% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.5	354.1	338.5	5.6% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	29.0	25.2	22.5	28.8% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
EMPLOYMENT (thousands)	67,490	67,767	66,831	1.0% up (Oct. 1960 vs. Oct. 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

**Figures are for week ending November 12, 1960 and preceding week (revised).

+Figures are for quarters.

+Federal Reserve Bulletin figures (revised).

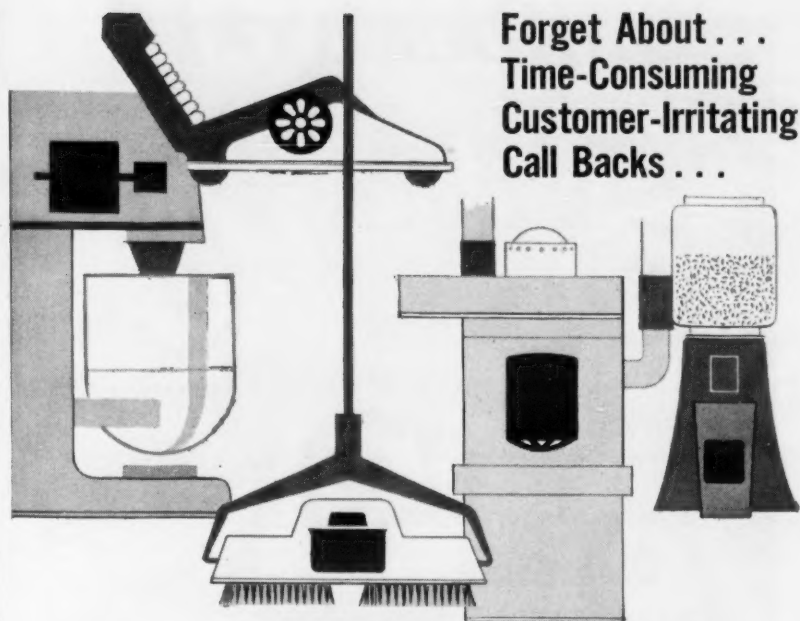
A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Sept.	56,500	55,100	+ 2.54
	9 Mos.	420,500	373,900	+12.46
DRYERS, Clothes, Electric	Sept.	106,130	115,151	- 7.83
	9 Mos.	538,380	609,043	-11.60
Gas	Sept.	59,378	59,409	- .05
	9 Mos.	287,424	301,383	- 4.63
FOOD WASTE DISPOSERS	Sept.	72,800	84,200	-13.54
	9 Mos.	555,200	560,600	- .96
FREEZERS	Sept.	91,700	101,700	- 9.83
	9 Mos.	875,700	987,700	-11.34
PHONOGRAPH SHIPMENTS	Sept.	531,288	480,184	+10.64
	9 Mos.	3,048,546	2,521,788	+20.89
PHONOGRAPH RETAIL SALES	Sept.	380,499	390,543	- 2.57
	9 Mos.	2,822,223	2,426,598	+16.30
RADIO PRODUCTION (excludes auto)	Week Nov. 4	286,639	282,840	+ 1.34
	44 Weeks	8,985,957	8,322,848	+ 7.97
RADIO RETAIL SALES	Sept.	1,102,092	928,457	+18.70
	9 Mos.	6,348,421	5,285,878	+20.10
TELEVISION PRODUCTION	Week Nov. 4	110,845	141,572	-21.70
	44 Weeks	4,983,689	5,337,012	- 6.62
TELEVISION RETAIL SALES	Sept.	620,810	684,773	- 9.35
	9 Mos.	4,100,541	3,811,754	+ 7.58
REFRIGERATORS	Sept.	284,900	355,700	-19.90
	9 Mos.	2,655,500	2,906,900	- 8.65
RANGES, Electric, Standard	Sept.	80,400	83,300	- 3.48
	9 Mos.	638,700	707,300	- 9.70
Built-in	Sept.	62,400	73,900	-15.56
	9 Mos.	512,500	544,600	- 5.89
RANGES, Gas, Standard	Sept.	*143,100	175,500	-18.46
	9 Mos.	1,119,800	1,244,700	-10.03
Built-in	Sept.	*33,700	34,800	- 3.16
	9 Mos.	260,200	255,100	+ 2.00
VACUUM CLEANERS	Sept.	301,935	305,096	- 1.04
	9 Mos.	2,487,986	2,505,983	- .72
WASHERS, Automatic & Semi-Auto	Sept.	279,304	301,201	- 7.27
	9 Mos.	1,913,304	2,193,072	-12.76
Wringer & Spinner	Sept.	73,407	92,911	-20.99
	9 Mos.	556,267	689,137	-19.28
WASHER-DRYER COMBINATIONS	Sept.	17,824	25,461	-30.00
	9 Mos.	118,895	140,554	-15.41
WATER HEATERS, Electric (Storage)	Sept.	*67,500	75,500	-10.60
	9 Mos.	*518,900	642,900	-19.29
WATER HEATERS, Gas (Storage)	Sept.	*223,400	243,800	- 8.37
	9 Mos.	2,112,200	2,287,400	- 7.66

*Preliminary

Sources: NEMA, AHLMA, VDMA, EIA, GAMA.



Forget About . . .
Time-Consuming
Customer-Irritating
Call Backs . . .

Dependable

Lamb Electric MOTORS

Make the difference in Power-Driven Appliances

Forget expensive, time-consuming, customer-irritating call backs that cut into your profit. Make a Lamb® Motor a sales feature. They're quiet, efficient and dependable.

Lamb Electric offers a complete line of vacuum motors and motor parts to appliance manufacturers.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric - Division of Sangamo Company Ltd. - Leaside, Ontario

Free information
and literature
available to
manufacturers.

Lamb Electric

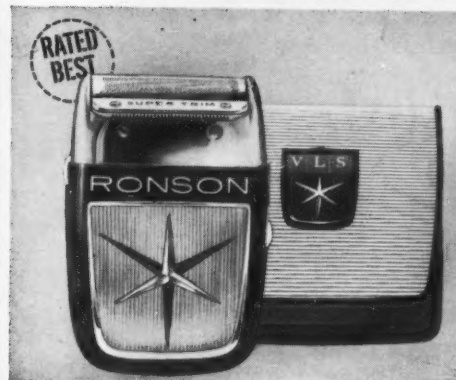
SPECIAL APPLICATION MOTORS
FRACTIONAL HORSEPOWER

NEW IDEAS

MAKE THE DIFFERENCE IN

RONSON

PRODUCTS



Another first
from Ronson!

New! **CFL Electric Shaver**. Only shaver with "Super-Trim" - separate cutting edge to trim sideburns, moustache, long hairs. *Rated best** of all leading electric shavers. Shaves Closest, Fastest, with the Lightest touch because of flexible, micro-thin shaving head. Suggested retail: \$20.

One year free service on all Ronson products. 77 national service outlets.

*Certified by York Research Corp.

RONSON
International Standard
of Excellence

Ronson Corp., Woodbridge, N. J.

MAIL THIS COUPON TODAY!

RONSON CORPORATION
One Ronson Road, Woodbridge, N. J. MS-4
Attn: Appliance Product Mgr.
Please send me complete information on all Ronson appliances plus full details of new cooperative advertising program.
NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

CANOELECTRIC® BUILT-IN ELECTRIC CAN OPENER BY



Trade-Wind

MORE SALES APPEAL... MORE SALES

Completely automatic with just a press of the button... and completely out-of-the-way flush mounted in a convenient wall or cabinet location. These are two of the major reasons behind the success of Trade-Wind's built-in Canoelectric® Can Opener.

Canoelectric has every feature housewives ask for—convenient... foolproof... and safe!

And the built-in feature gives the kitchen a new and potent sales appeal.

Available in stainless steel or antique copper. Write us today for complete information.

Wholesalers

Write us for details on our
Special Model Home Offer

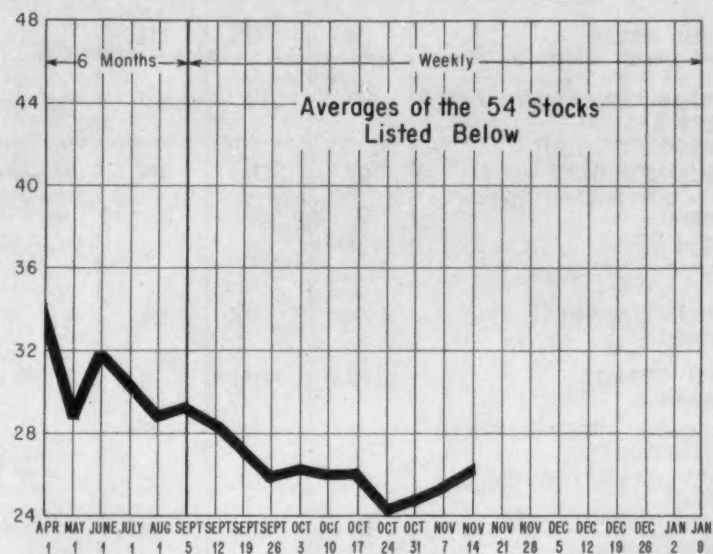
Trade-Wind

DIVISION OF ROBBINS & MYERS, INC.

7755 Paramount Place, Pico Rivera, California DEPT EMW

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS		1960		CLOSE NOV. 7	CLOSE NOV. 14	NET CHANGE
		HIGH	LOW			
NEW YORK EXCHANGE						
Admiral		23 7/8	10	11 3/8	11 1/8	— 1/4
American Motors 1		29 1/2	19	20 1/2	20 1/8	+ 1/8
Arvin Ind. 1		27 1/2	16 3/4	18 1/4	18 3/8	+ 1/8
Borg Warner 2		48 1/2	31 7/8	32 1/2	33	+ 1/2
Carrier 1.60		41 3/4	27 1/8	29 1/4	30 1/8	+ 1/8
CBS 1.40B		45 1/4	36 5/8	38 3/4	38 3/4	—
Chrysler 1		71 7/8	40	42 5/8	43 3/8	+ 3/4
Decca Records 1.20		35 3/8	17 3/8	35 3/8	35 5/8	+ 1/4
Emerson Electric 1		50	33	44 3/8	46 3/4	+ 1/4
Emerson Radio .50F		22 1/8	11 1/8	12 5/8	12 3/8	— 1/8
Fedders 1		20 3/8	15 5/8	17 5/8	16 3/4	+ 1/8
General Dy. 1.75E		58 3/8	33 1/2	38 1/2	39 1/4	+ 3/4
General Elec. 2		99 7/8	70 1/4	77 1/4	78 1/8	+ 7/8
General Motors 2		55 7/8	41	43 1/4	42 7/8	— 3/8
General Tel & El .76*		34 1/8	24 3/4	26 7/8	27	+ 1/8
Hoffman Elec. 60		30 1/4	15	16 1/4	17 7/8	+ 1 5/8
Hupp Corp. .37T		13 1/4	6 3/4	7 1/4	8	+ 3/4
Magnavox 1		55	31 3/4	41 7/8	41 1/2	— 3/8
Maytag 2A		44 1/2	31	32 7/8	34 1/2	+ 1 5/8
McGraw-Edison 1.40		45 3/4	28	31 5/8	31 1/2	— 1/8
Minn. M&M .60		88	60	67 1/2	69	+ 1 1/2
Montgomery Ward 2		55 3/8	25 1/2	27 3/8	30 1/2	+ 3 3/8
Monarch .30E		19 7/8	11 3/4	11 7/8	14	+ 2 1/8
Motor Wheel 1		23 1/4	11	11 1/2	12 1/8	+ 5/8
Motorola 1		98	60 1/2	69 1/8	67 3/8	— 1 3/4
Murray Corp.		29 1/8	24 5/8	24 5/8	25 3/8	+ 3/4
Philco 1/4G		38 1/4	17 1/4	18 3/4	18 1/2	— 1/4
RCA 1B		78 3/8	46 1/2	52 1/2	53 1/2	+ 1
Raytheon 2.37T		53 3/8	30 1/4	33	34 1/8	+ 1 1/8
Rheem .60		28 7/8	12	14 1/4	14	— 1/4
Ronson .60		13 3/4	9 3/4	12 1/4	12 1/8	— 1/8
Roper 6D		21 1/2	14 1/8	19 1/4	19 1/4	—
Schick		16 3/4	7 3/4	8 3/8	8 7/8	+ 1/2
Siegler Corp. .40B		43	23 5/8	25 3/8	27	+ 1 5/8
Smith A. O. 1.60A		53 3/8	32 1/8	34 1/2	34 7/8	+ 3/8
Sunbeam 1.40A		64 1/2	48	54 1/8	52 3/4	— 1 3/8
Welbilt .10G		7 7/8	4 1/8	4 3/8	4 1/2	+ 1/8
Westinghouse 1.20		65	45	48 1/2	50 3/4	+ 2 1/4
Whirlpool 1.40		34 7/8	22	26 1/4	25 1/4	— 1
Zenith 1.60		129 3/8	89 1/8	99 5/8	99 1/4	— 3/8
AMERICAN EXCHANGE						
Casco Pd. .35E		10	6 3/4	9 7/8	9 7/8	—
Century Elec. 1/2		9 7/8	6 1/2	6 1/2	6 1/2	—
Herold Rad.		7 7/8	1	1 3/8	1 3/8	—
Ironrite .25T		10 1/2	6 1/8	6 1/2	6 1/8	— 3/8
Lynch Corp. (Symphonic)		15	9	9 1/2	9 3/8	— 1/8
Muntz TV		6 1/2	4	4 1/4	4 1/8	— 1/8
National Presto		12 3/8	10 5/8	13 1/2	13 1/2	—
Nat. Un. Elec. (Eureka)		3 7/8	2 1/8	2 1/4	2 1/4	—
Proctor-Silex		9 7/8	5 3/4	5 7/8	6	+ 1/8
Republic Trans.		6 1/4	3 5/8	4 7/8	4 3/4	— 1/8
Telectro Ind.		21 3/8	11 1/8	12 1/8	14	+ 1 7/8
MIDWEST EXCHANGE						
Knapp-Monarch		—	—	6 1/4	6 1/4	—
Travler Radio		—	—	6 3/4	6 3/4	—
Webcor		—	—	11 1/4	10 1/2	— 3/4

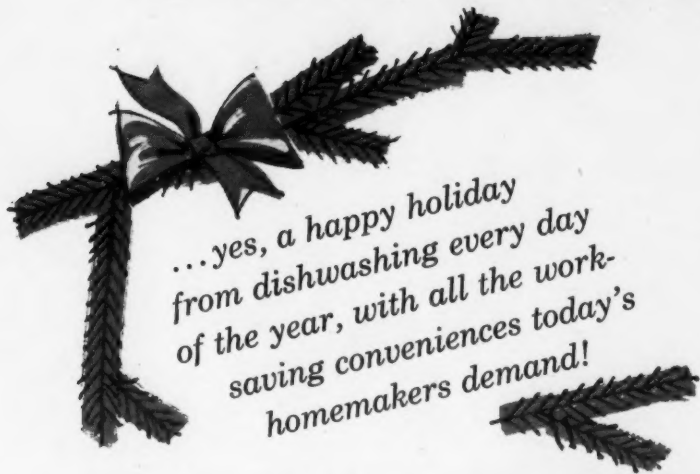
A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. I—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: The market closed on Nov. 15 with light trading. This, analysts state, was the normal reaction to the steep advance shown just prior to, and immediately after, the election. The EM Week average was up for the third straight week with a minor advance this week of 3/8 pt. Maytag was the second most heavily traded stock on Nov. 15

chiefly on the strength of the company's declaration of an extra dividend of 40¢ a share. Only one new low this week (Murray) among the 54 key issues; 28 showed on the plus side and 9 recorded no change. Although some experts are calling it a "lame duck market," optimism is running high and the downward trend seems about over.

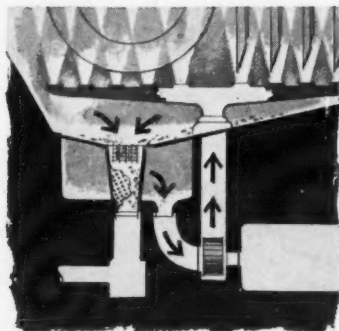
the gift that says "Happy Holiday" the year 'round
is the perfect gift for your

CHRISTMAS SELLING

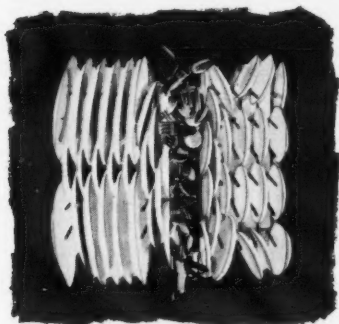


RCA WHIRLPOOL DISHWASHERS

The ideal gift to promote for Christmas. Suggest that the whole family "chip in" and buy mother the appliance that will allow her to spend more time with her family. And an RCA WHIRLPOOL is the dishwasher she wants. This is indicated by the fact that the WHIRLPOOL increase in dishwasher sales the past eighteen months is 40 times greater than the industry increase. Get the facts from your RCA WHIRLPOOL distributor.



Eliminates tedious scraping and pre-rinsing. Water is filtered after each wash and rinse and food particles flushed down the drain.



"Random-Loading" permits intermingling of dishes for maximum capacity. FU-70 holds 84 pieces of china and 70 pieces of silverware—enough for 14 place settings, plus an additional 30 pieces of silverware.



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

THE KELVINATOR PLUS . . . SOMETHING WORTHWHILE TO SELL BESIDES PRICE

*Not just words . . .
a business future!*



Announced nearly two years ago, the Kelvinator Registered Franchise has given many appliance retailers a new sense of security in their business enterprises. Most of them had been Kelvinator dealers for many years, and the signing of this new franchise merely put on paper a relationship that had existed for 10, 15, 25, and in some cases, over 30 years.

In other instances, retailers who had never handled Kelvinator before investigated this new franchise and found it offered them the security that they had long wished for but could not get elsewhere in the industry. They changed to Kelvinator to obtain it.

All of this has been done without active promotion by Kelvinator. Significantly, the past has shown that this new and better franchise was never a sales promotion activity, nor treated as such. In fact, probably more attention was attracted to the Registered Franchise by the NARDA Resolution commending Kelvinator for taking the lead in this area than by anything Kelvinator did to promote it.

We will continue to handle the Registered Franchise in the same manner. It will never be just words . . . but will continue to assure a long-range business future for Kelvinator dealers. It is not available to everyone who asks for it. However, we welcome inquiry from retailers who feel their individual success and community standing in our industry entitles them to more security for the future than they now have.

A letter to me will bring you full details.

H. L. Travis, Vice President, Sales
Kelvinator Division
American Motors Corporation

KELVINATOR DIVISION, AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

